

Continuous Intellectual Property Process

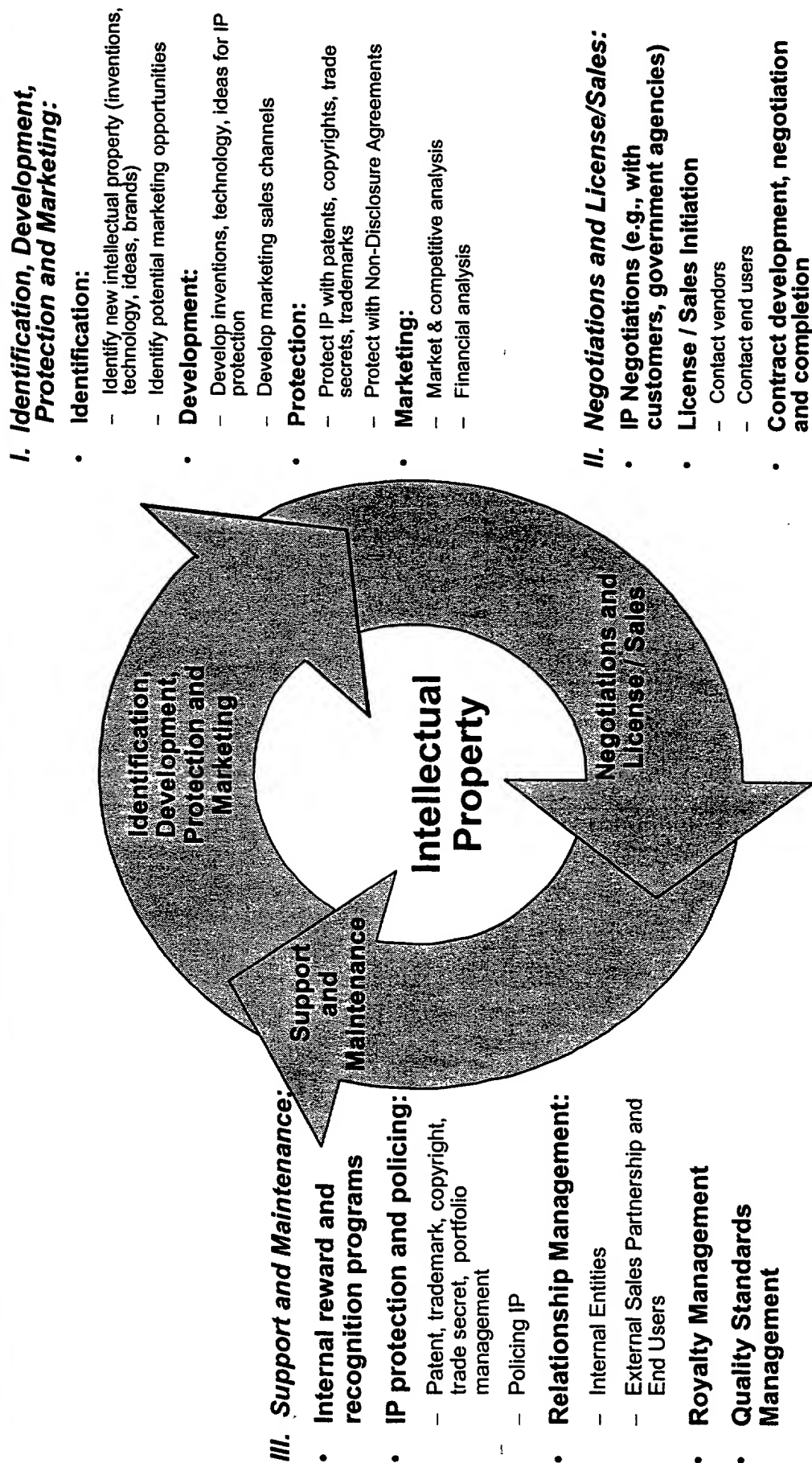


FIG. 1

IP Protection Life Cycle

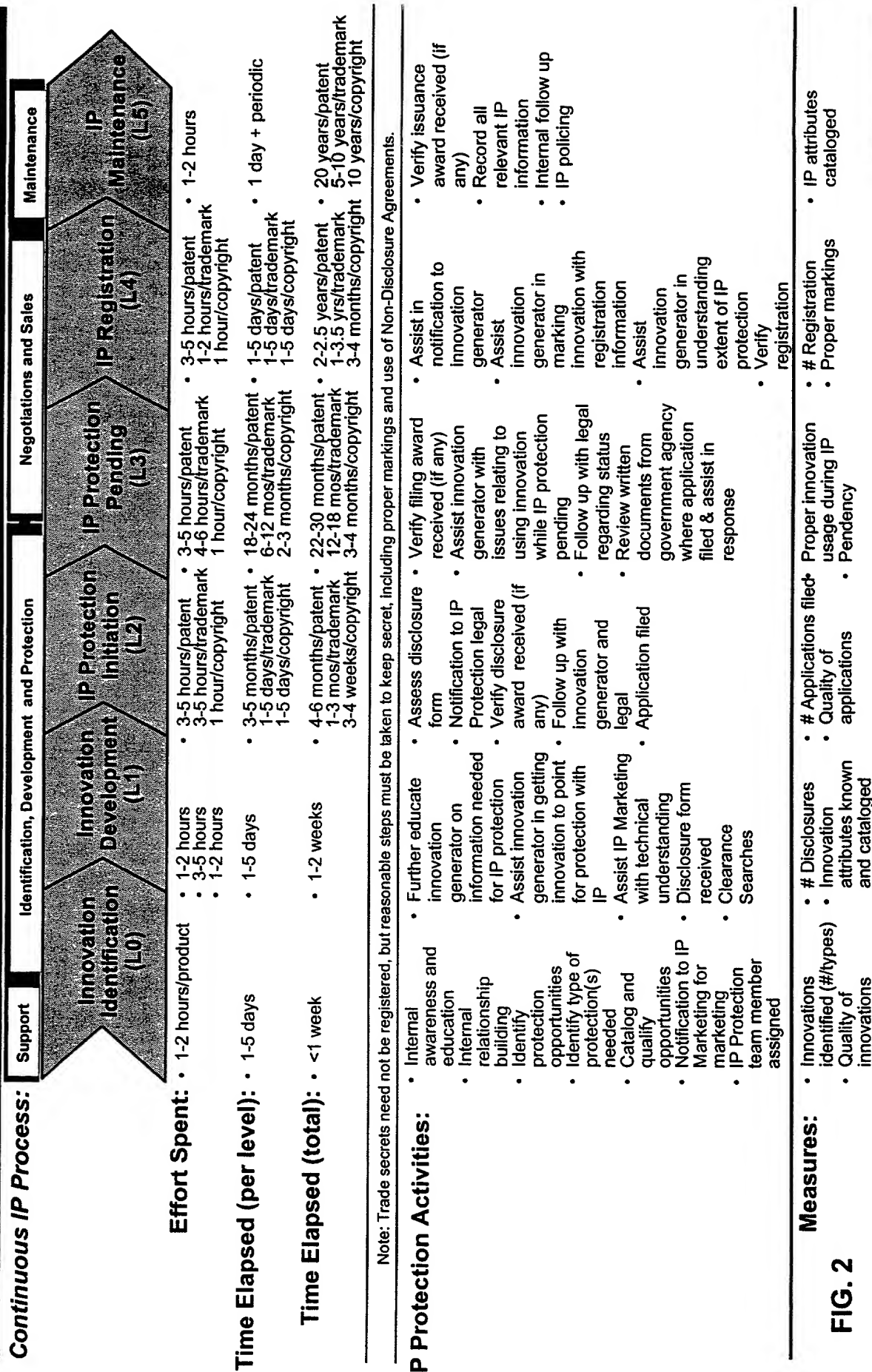


FIG. 2

IP Marketing Life Cycle

Continuous IP Process:

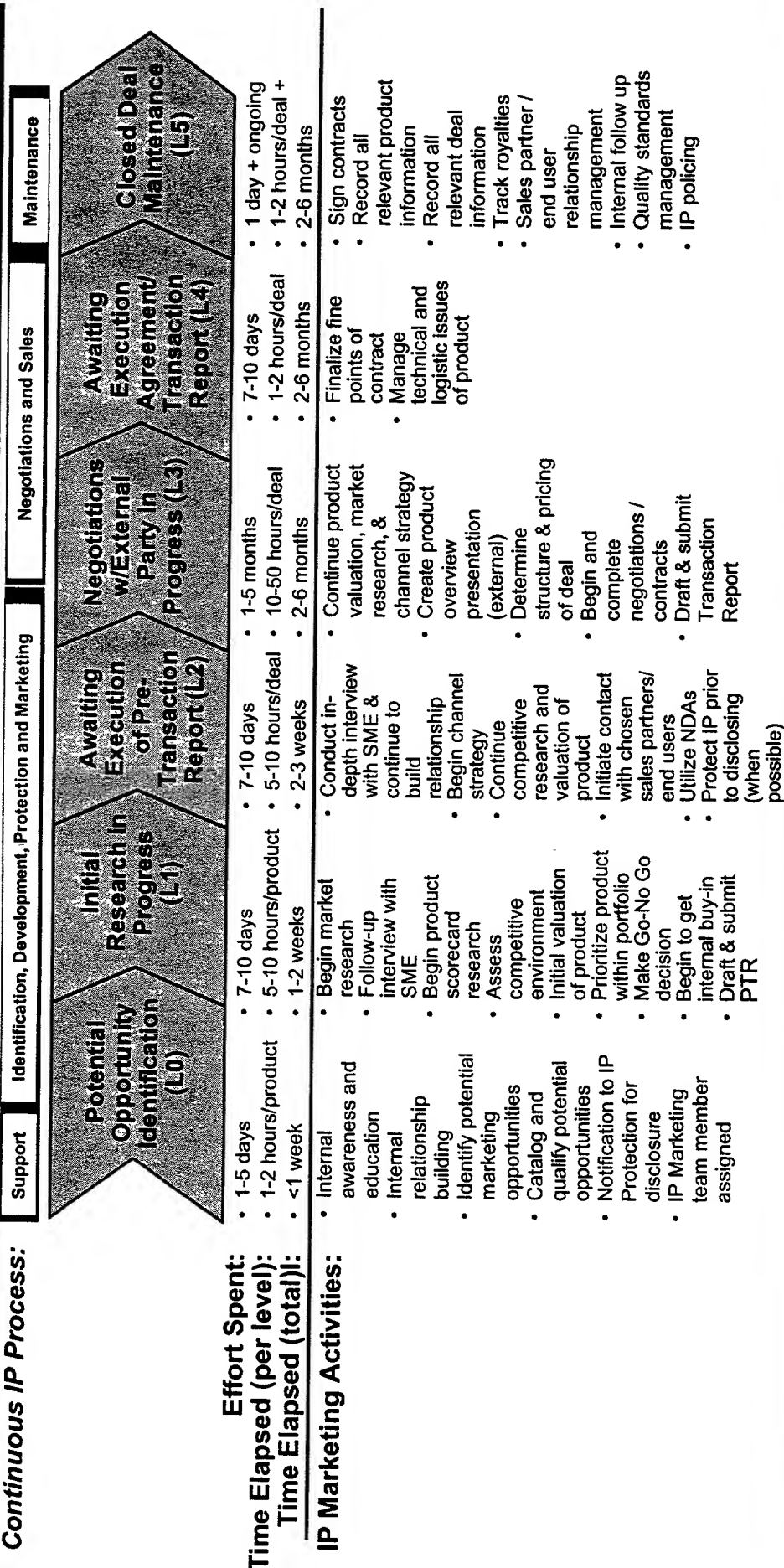


FIG. 3

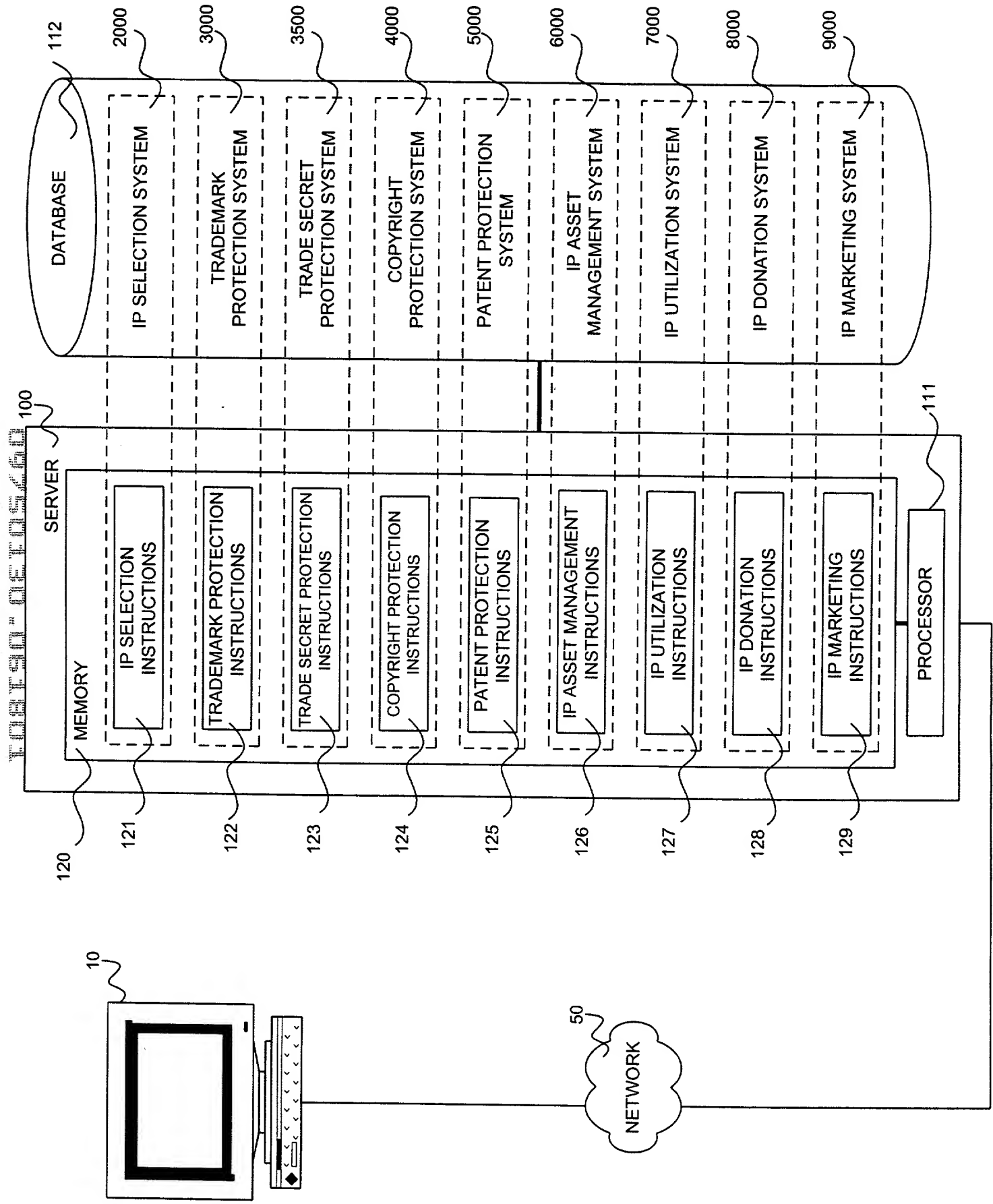


FIG. 4

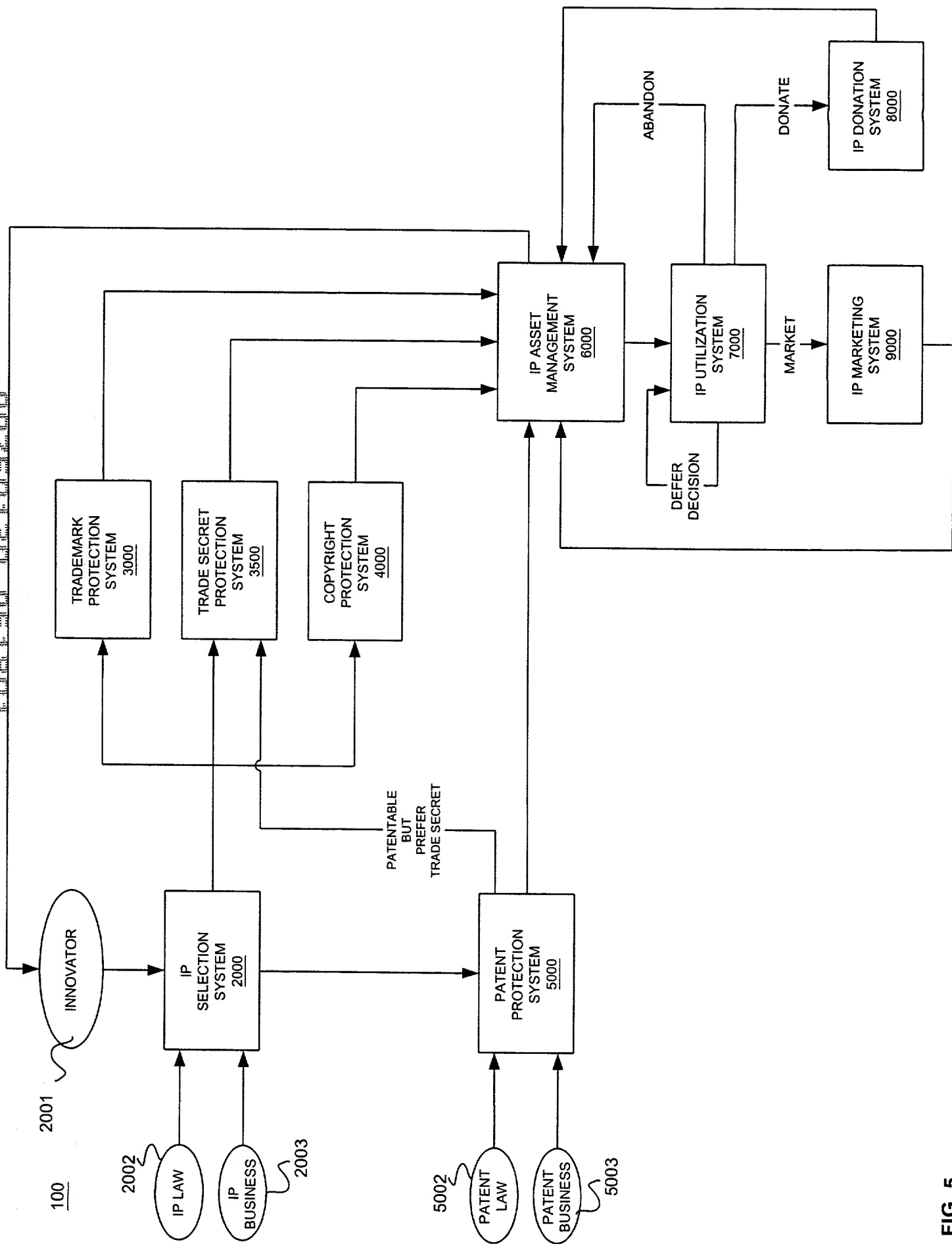


FIG. 5

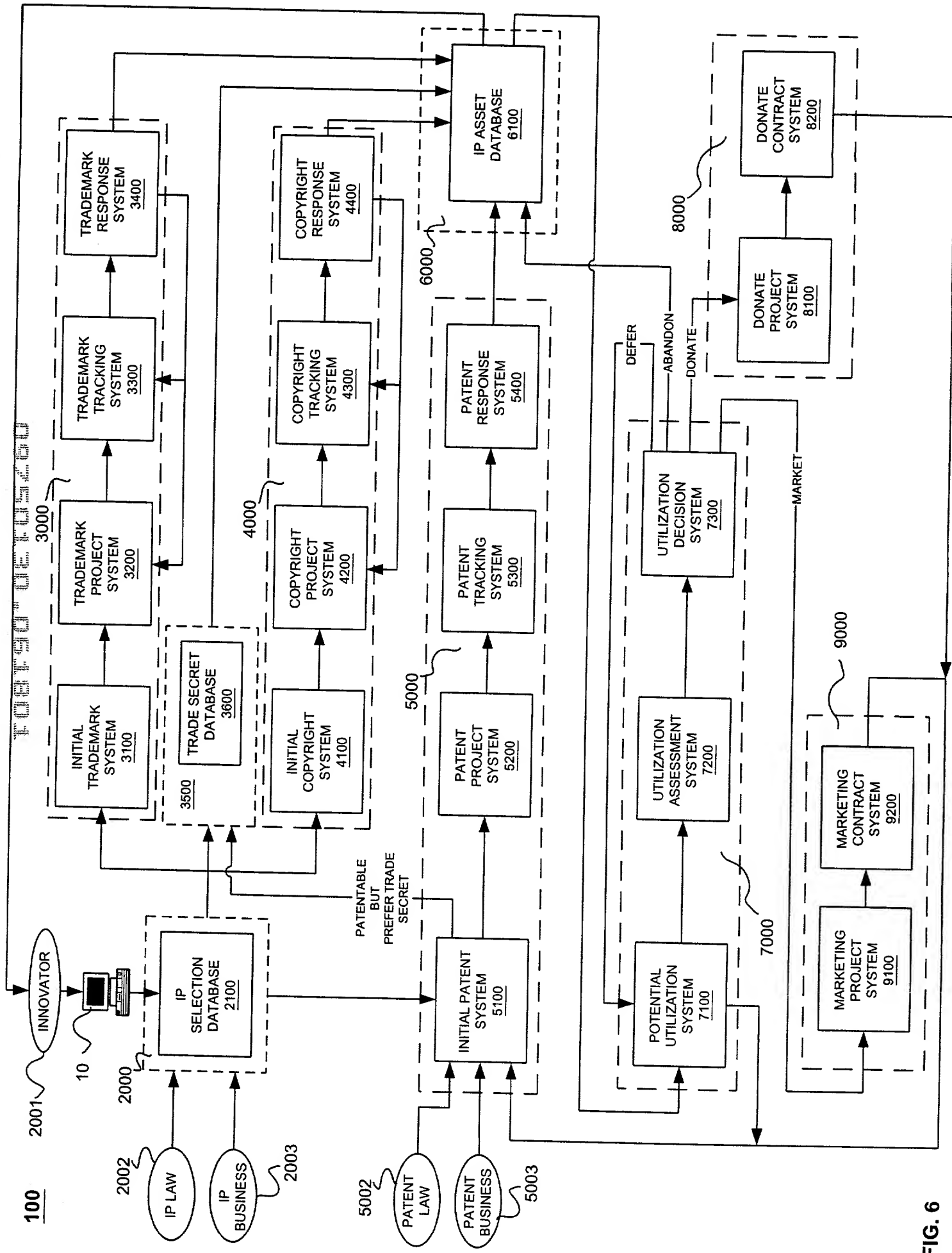


FIG. 6

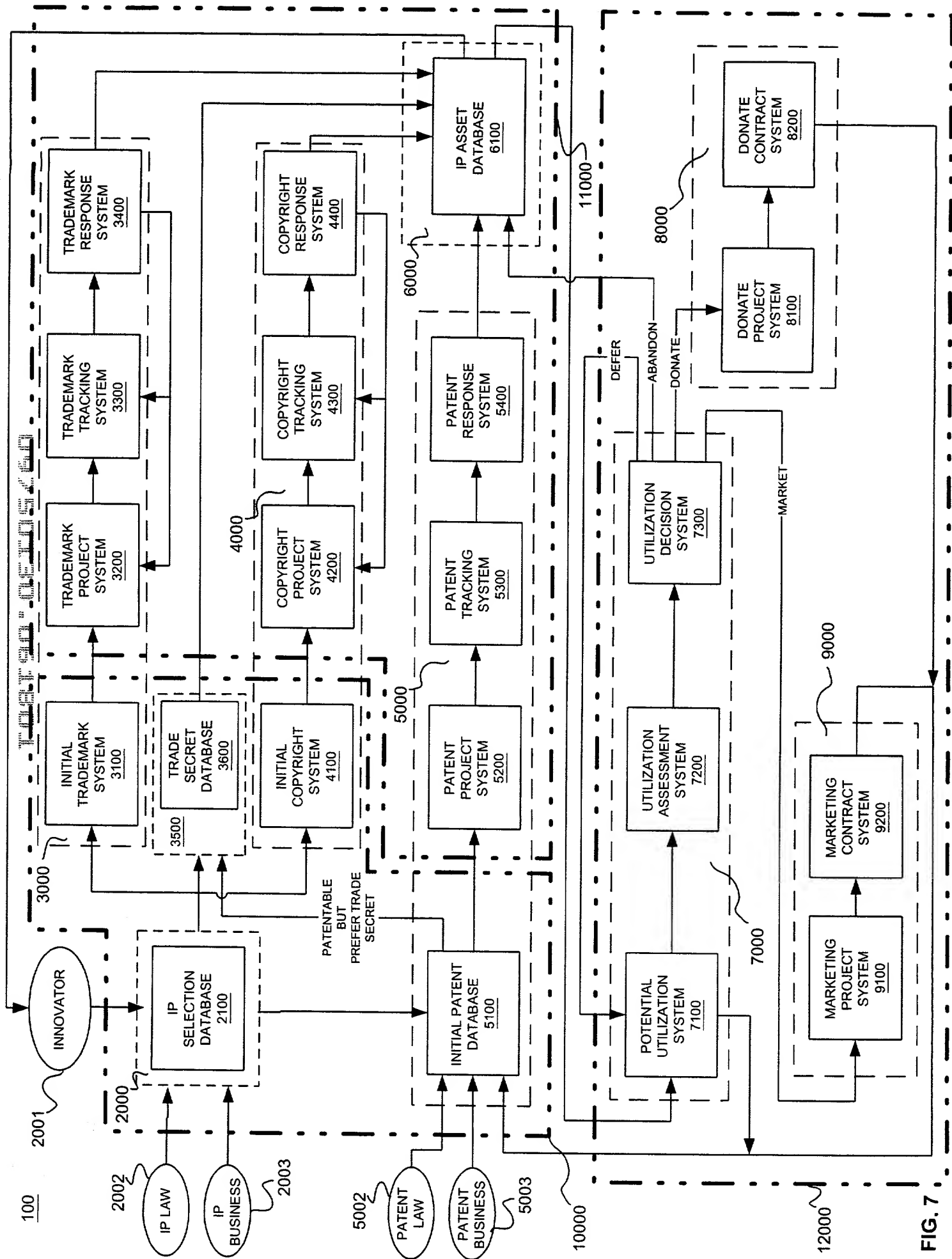


FIG. 7

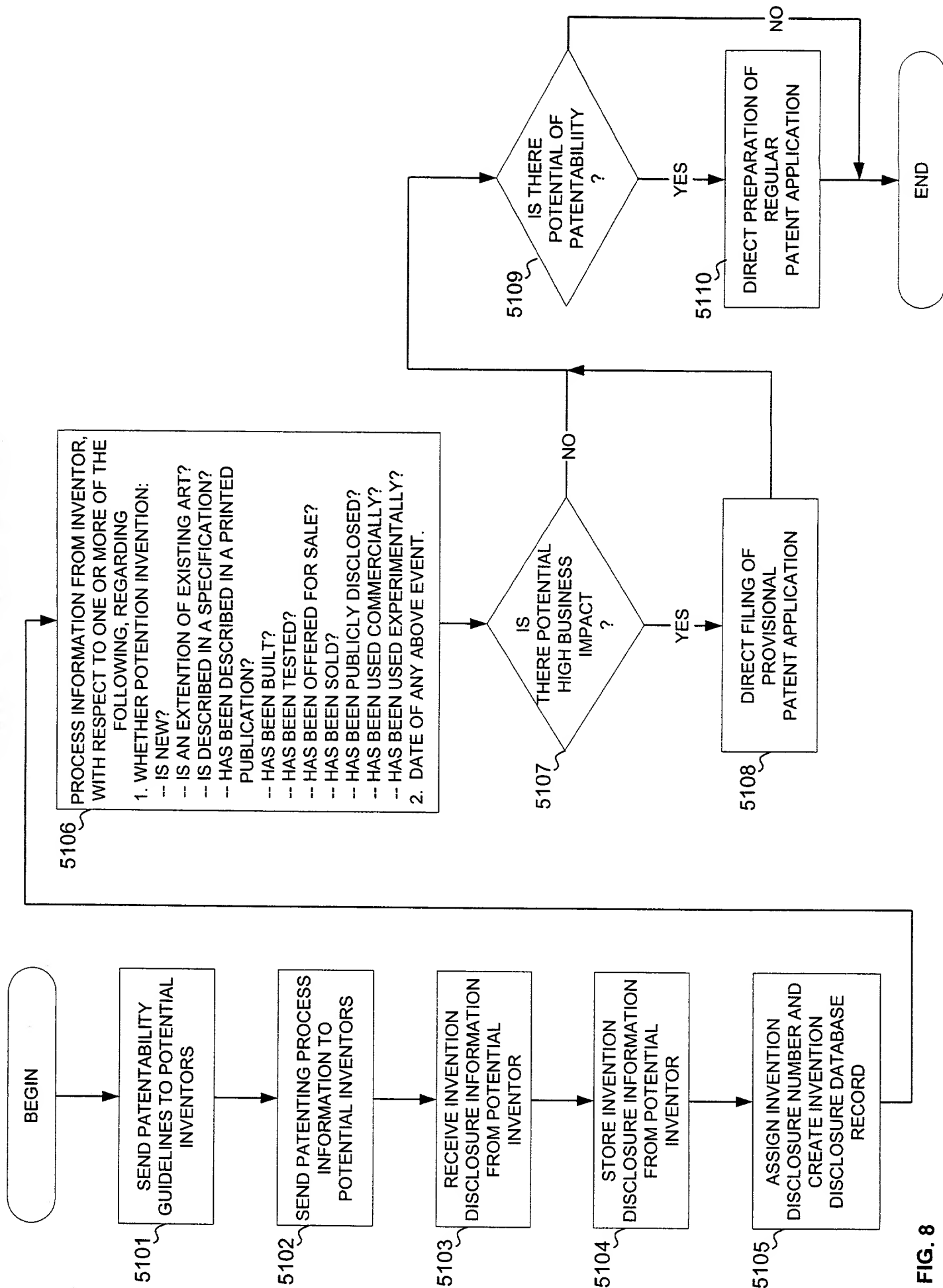


FIG. 8

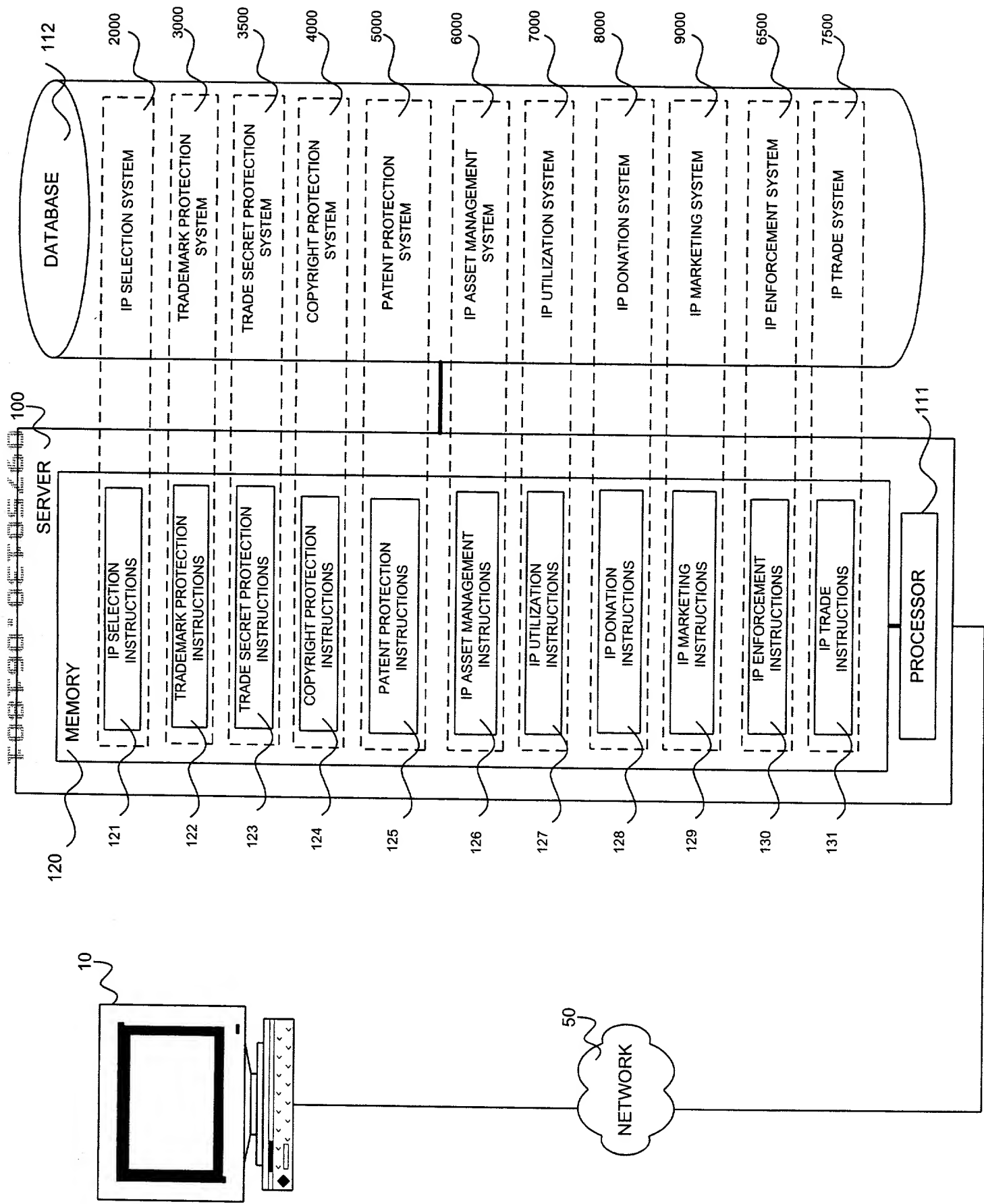


FIG. 9

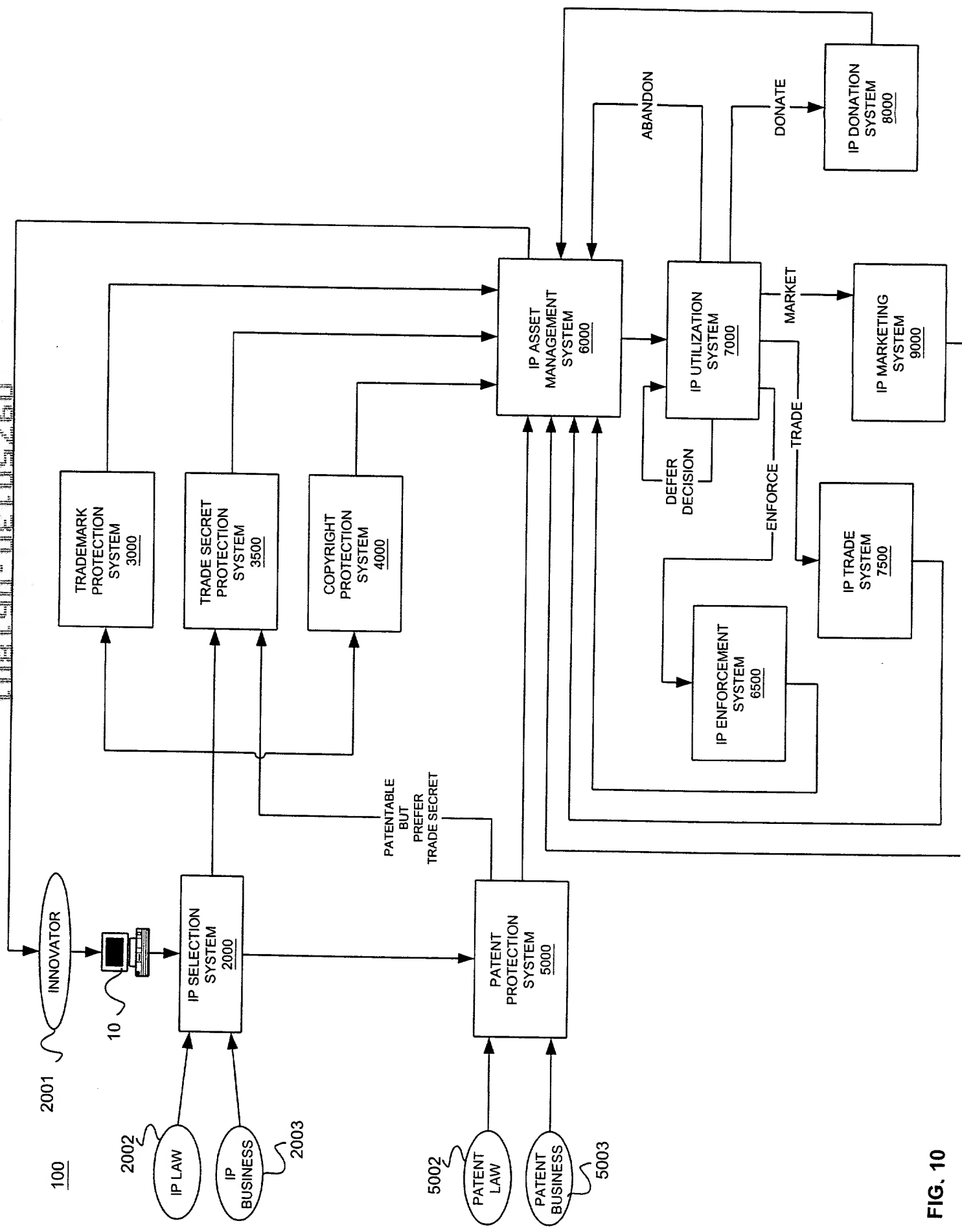


FIG. 10

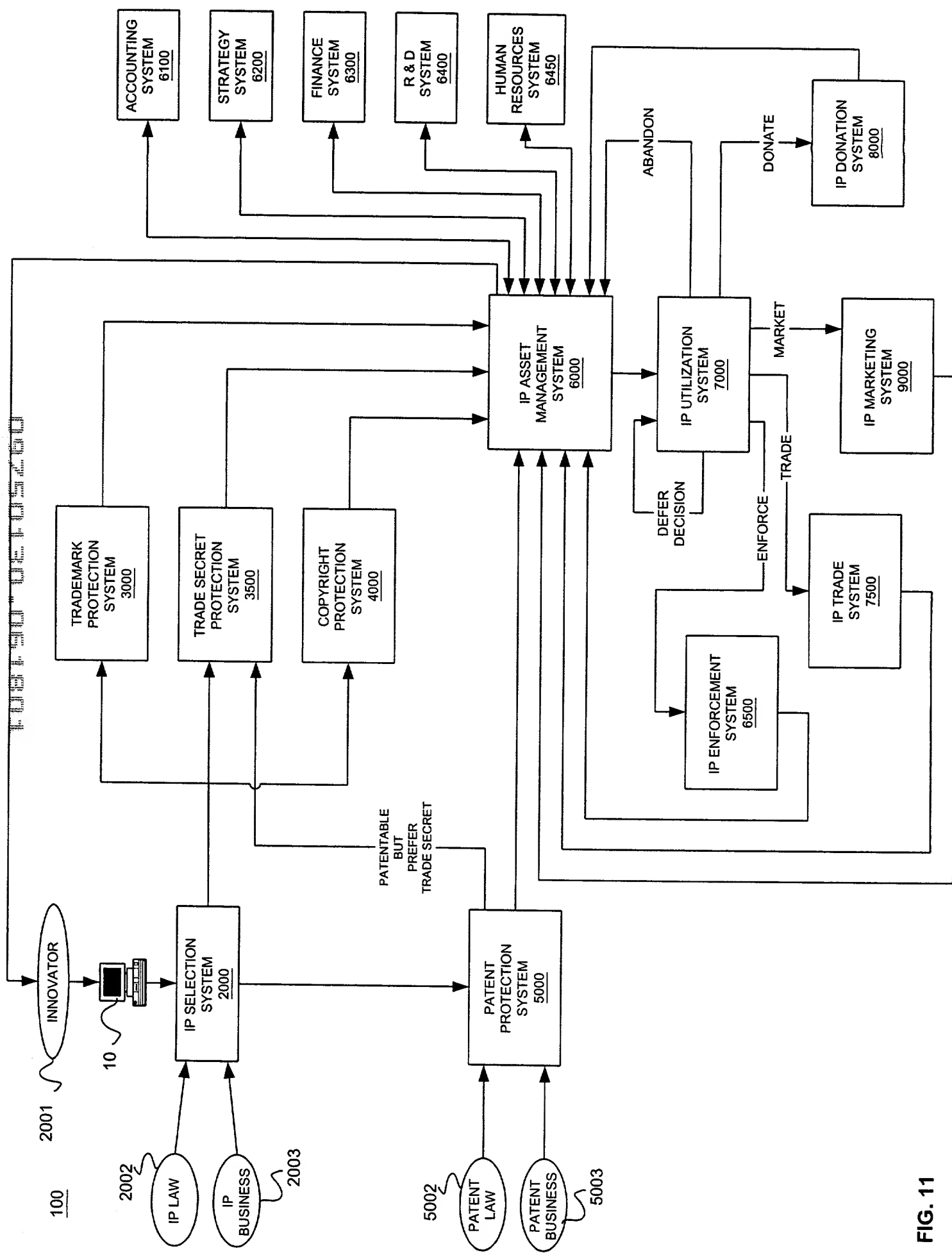


FIG. 11

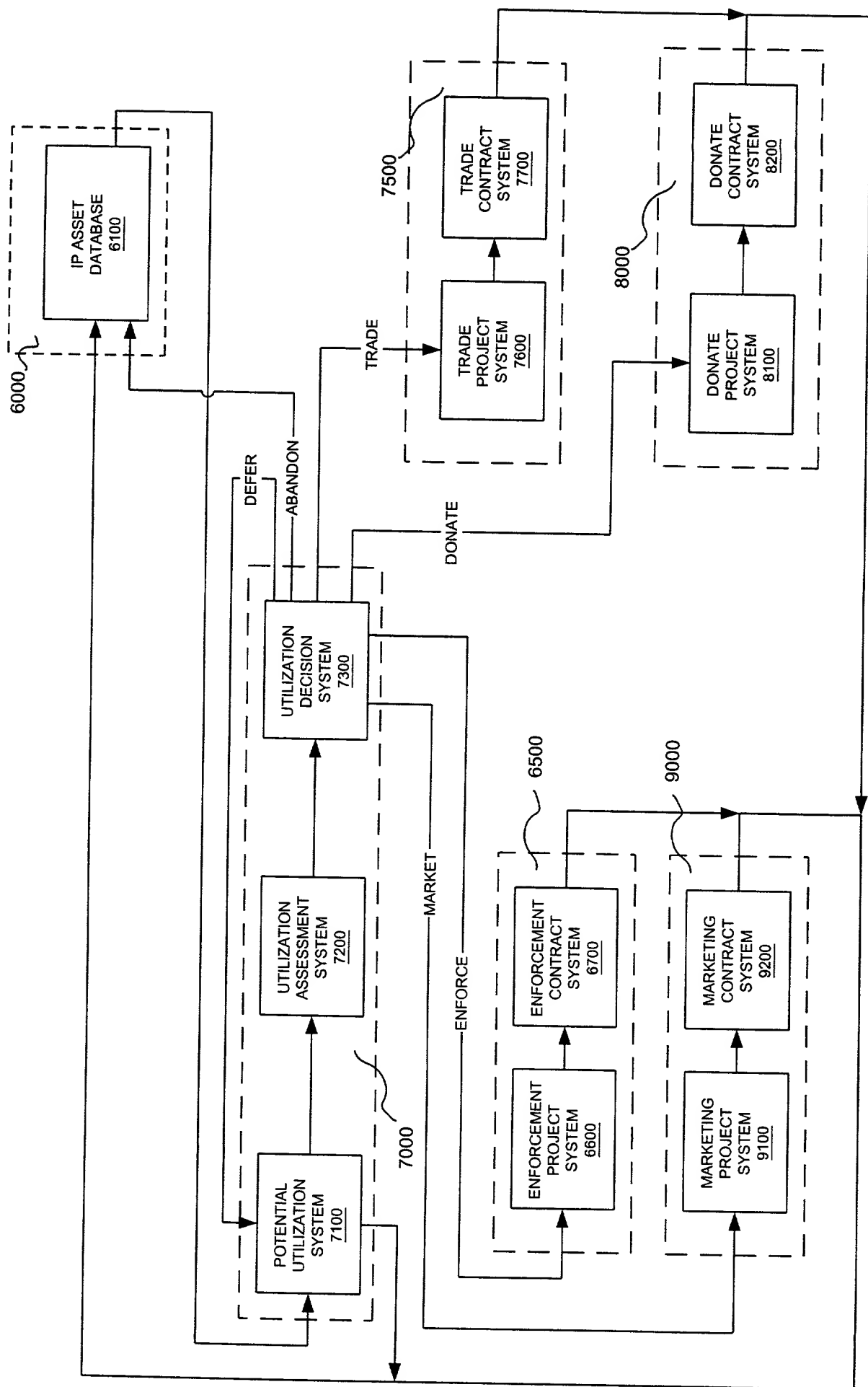


FIG. 12

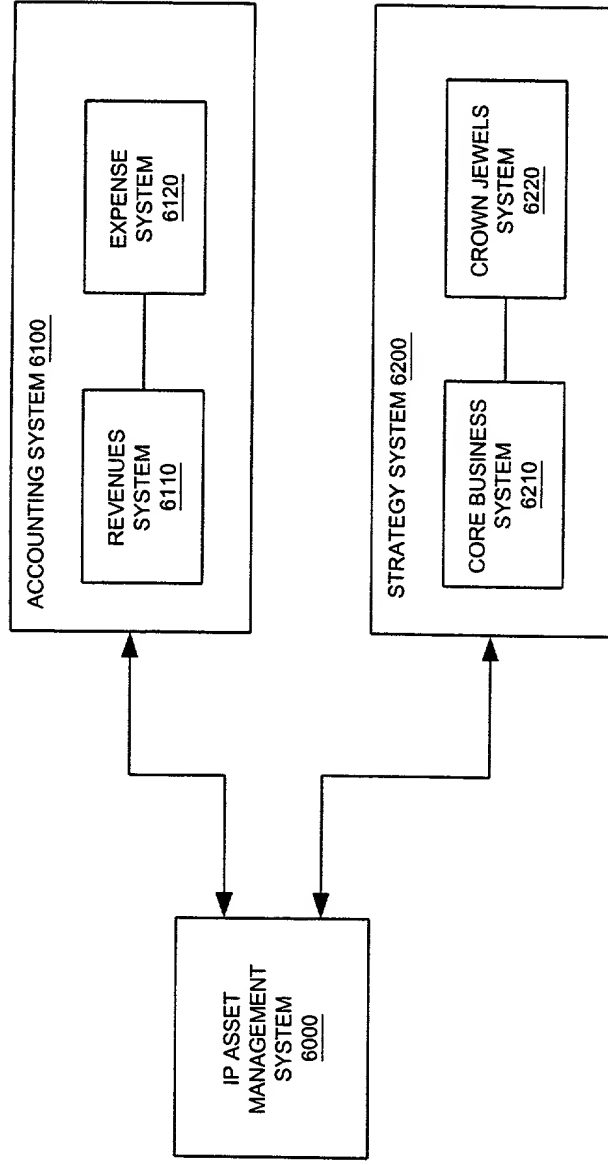


FIG. 13

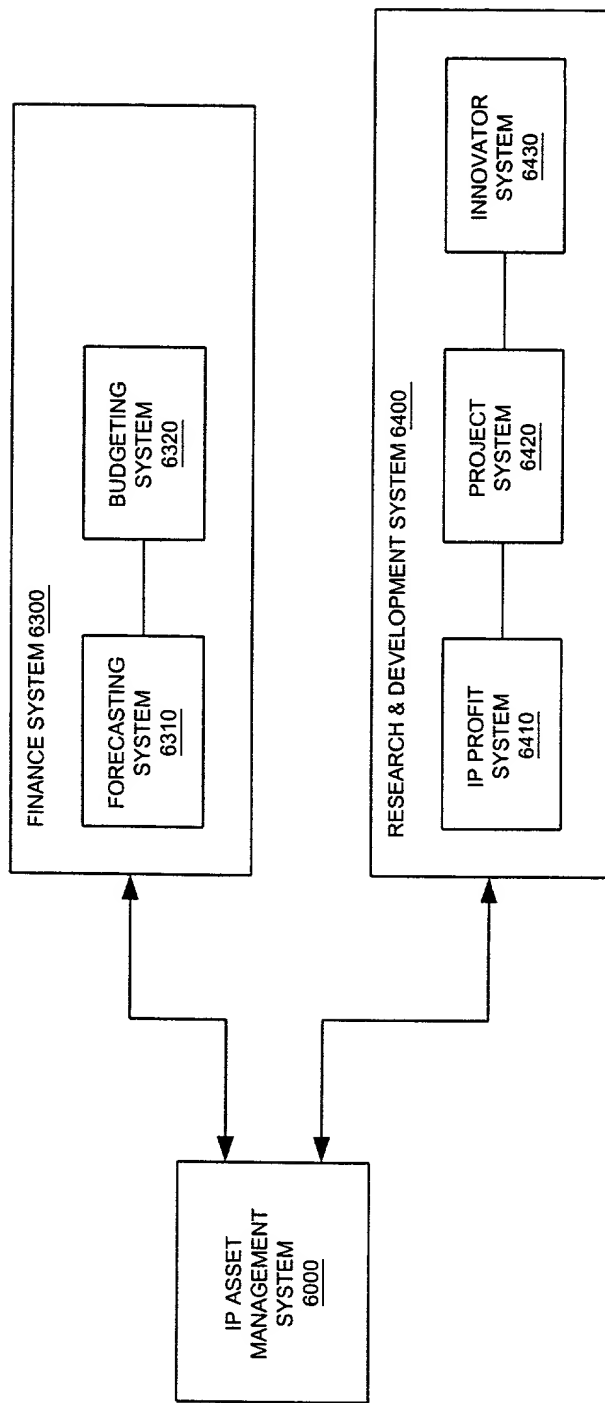


FIG. 14

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODA	BUB	X						42					2001	3.5M	0.5
2	PRODB	BUC	Z										45	4Q 00	1M	0.9
3	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
4	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
5	PRODE	BUD	X					35						4Q 00	3.5M	0.05
6	PRODF	BUE	W					35								
7	PRODG	BUD	W		35											
8	PRODH	BUC	X					35						2001	500K	
9	PRODI	BUE	Z						35					2001		
10	PROD J	BUE	X					40						2001	5M	0.33
11	PRODK	BUB	W								47			2001	6M	0.9
12	PRODL	BUD	Y	31X										-----	-----	-----
13	PRODM	BUB	Y					35								
14	PRODN	BUA	W				38							2001		
15	PRODO	BUC	Y	36X										-----	-----	-----

INITIAL RESEARCH
MARKET RESEARCH
PTR
APPROVAL
MARKET PLAN
SELL
NEGOTIATE
TR
APPROVAL
EXECUTE
CONTRACT
SETUP
CONTRACT
AUDIT
CONTRACT

FIG. 15

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODF	BUE	W					35								
2	PRODG	BUD	W		35											
3	PRODK	BUB	W								47			2001	6M	0.9
4	PRODN	BUA	W				38							2001		
5	PRODA	BUB	X						42					2001	3.5M	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODH	BUC	X					35						2001	500K	
8	PRODJ	BUE	X					40						2001	5M	0.33
9	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
10	PRODL	BUD	Y	31X										-----	-----	-----
11	PRODM	BUB	Y					35								
12	PRODO	BUC	Y	36X										-----	-----	-----
13	PRODB	BUC	Z										45	4Q 00	1M	0.9
14	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
15	PRODI	BUE	Z						35					2001		

INITIAL
RESEARCH
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NEGOTIATE
TR
APPROVAL
EXECUTE
CONTRACT
SETUP
CONTRACT
AUDIT
CONTRACT

FIG. 16

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODB	BUC	Z										45	4Q 00	1M	0.9
2	PRODK	BUB	W								47			2001	6M	0.9
3	PRODA	BUB	X						42					2001	3.5M	0.5
4	PRODI	BUE	Z						35					2001		
5	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODF	BUE	W					35								
8	PRODH	BUC	X					35						2001	500K	
9	PRODM	BUB	Y					35								
10	PRODJ	BUE	X					40						2001	5M	0.33
11	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
12	PRODN	BUA	W				38							2001		
13	PRODG	BUD	W		35											
14	PRODL	BUD	Y	31X										----	----	----
15	PRODO	BUC	Y	36X										----	----	----
				INITIAL RESEARCH	MARKET RESEARCH	PTR	APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR	EXECUTE	SETUP	AUDIT		

FIG. 17

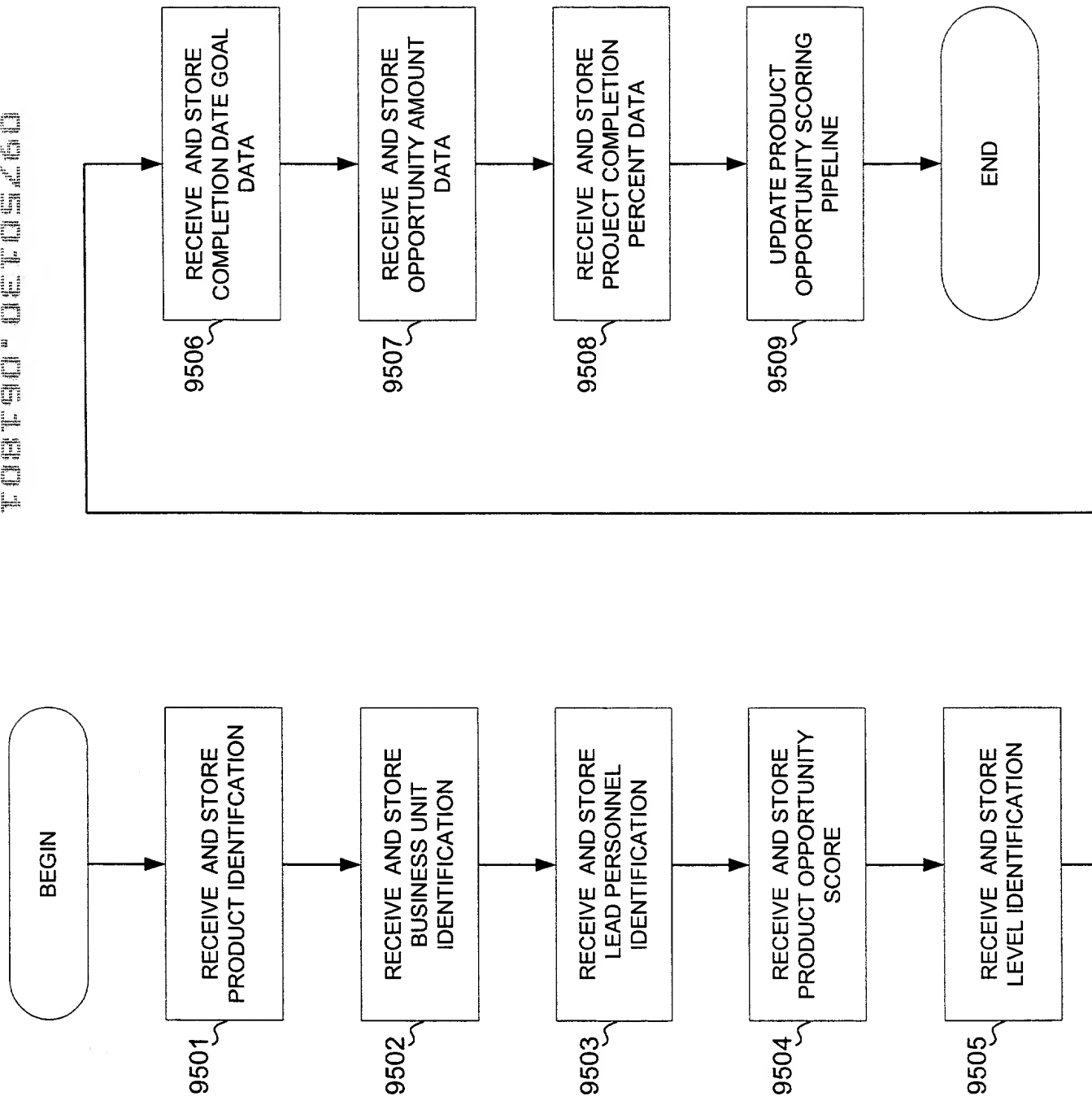


FIG. 18

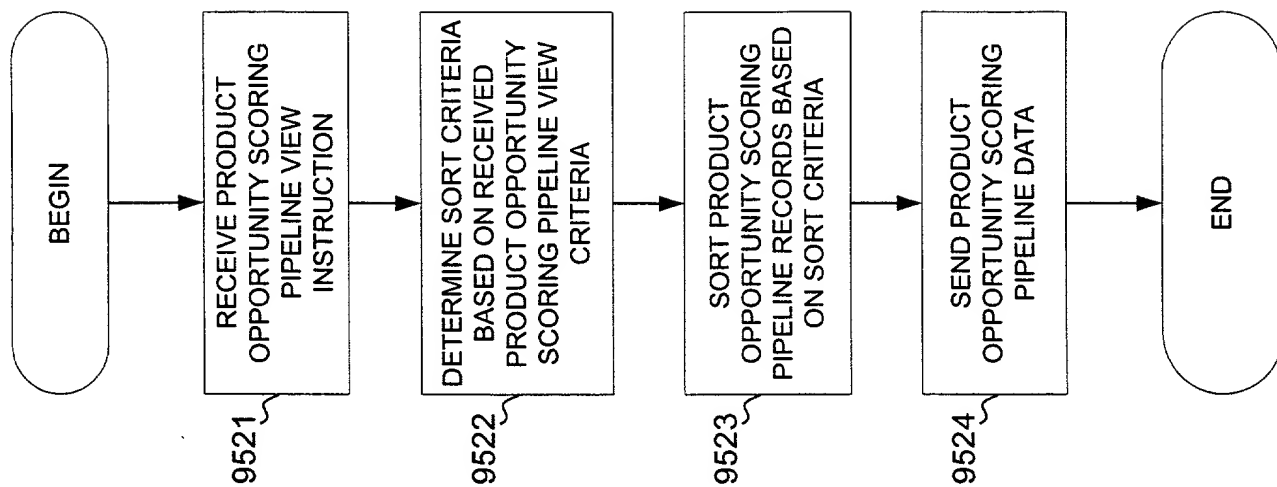


FIG. 19

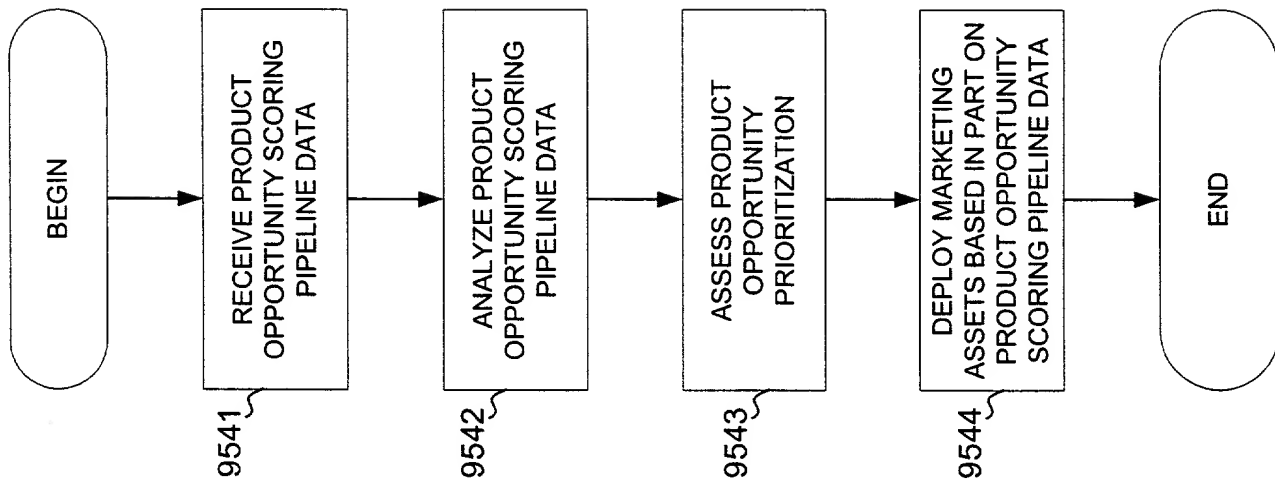


FIG. 20

Intellectual Property Development, Marketing and Maintenance Database System

IP Marketing Database - Tables

Table	Description
Companies	Table of companies
Marketing Opps	Table of IP marketing opportunities

IP Marketing Database - Companies Table

Field Name	Data Type	Description
Formal Name	Text	Mailstop

IP Marketing Database - Marketing Opps Table

Field Name	Data Type	Description
Opp #	AutoNumber	
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

FIG. 21

Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
IP Marketing Database - Queries		
Queries		Description
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
IP Marketing Database - Forms		
Forms		Description
Marketing Opps		
IP Marketing Database - Reports		
Reports		Description
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		

FIG. 22

Contract Tracking Database - Tables		
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID	AutoNumber	
Agreement Type	Text	
Description	Memo	
Contract Tracking Database - Companies Table		
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
Contract Tracking Database - Contracts Listing Table		
Field Name	Data Type	Description
ID	AutoNumber	
First Party	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPTYPE 1	Text	
IPTYPE 2	Text	
IPTYPE 3	Text	
IPTYPE 4	Text	
IPTYPE 5	Text	
Project Name	Text	
Contract Tracking Database - Queries		
Queries		Description

FIG. 23

Company Alpha Order		
Unexecuted Agreements		
Contract Tracking Database - Forms		
Forms		Description
Contracts Listing		
Contract Tracking Database - Reports		
Reports		Description
Unexecuted Agreements		

FIG. 24

FIG. 24

Innovation Awards Database - Tables		
Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Awards Table		
Field Name	Data Type	Description
Key #	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP_ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
SupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

FIG. 25

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recongnized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Date Payment Reuquest Sent to IP Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Artcle
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
DH Title	Text	Department Head's Title
BSCC ESP Disclosure	Text	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	ESP Coordinator's Name

Innovation Awards Database - Company Addresses Table

Field Name	Data Type	Description
CompanyName	Text	Company Name
FormalName	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip

Innovation Awards Database - ESP Coordinators Table

Field Name	Data Type	Description
ESP Coordinators	Text	
Company	Text	
Market	Text	
Department	Text	
State/Region	Text	
Phone	Text	
Fax	Text	
Street Address 1	Text	
Street Address 2	Text	
City	Text	
State	Text	
ZipCode	Number	
Mail Code	Text	

FIG. 26

Innovation Awards Database - IP Coordinators Table		
Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
Innovation Awards Database - Queries		
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for Recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		

FIG. 27

Recipients of Inventor Achievement Awards		
Recipients of Issuance Awards		
Recipients of Publication		
Innovation Awards Database - Forms		
Forms		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Reports		
Forms		Description
Awards		
By Date and IPC - Apps Filed		
By Date and IPC - Disclosures Filed		
By Date and IPC - Patents Granted		
Copy of Recipients of Issuance Awards - Report for Award Mfg		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publications Awards		
Disclosure Award letter		
General Award Form		
Inventor Achievement Award Form - 10 issued		
Inventor Achievement Award Form - 5 issued		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publication Awards		
Patent Filing Award Form		
Patent Issuance Award Form		
Progress Report		
Publications Award Form		
Recipients of Filing Awards - Sort by Award #		
Recipients of Filing Awards - Sort by Inventor Name		
Recipients of Inventor Achievement Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Inventor Name		
Recipients of Publication Awards - Sort by Award #		
Recipients of Publication Awards - Sort by Inventor Name		
Verification Table		

FIG. 28

09750130-061801
T08T90" 06T05260

BellSouth Intellectual Property Marketing Database			
Status of Opportunity:	L2 - Awaiting Execution Pre-Transaction		Opportunity No. 1
Date Status Changed To:	L1	L2 12/9/98	L3 L4 L5
Product/Project Name:	TechNet	Deal Size:	C = LARGE
Product Group:	Network	Deal Priority:	A = LOW
Product Type:	Software	Top Deals Rept?	<input type="checkbox"/>
Type of IP Involved:	Proprietary Information	Est. \$\$\$ Range:	
Patent Status:	Filed	Deal \$\$\$ Value:	
BellSouth Entity:	BellSouth Telecommunications, Inc.	BIPMARK Lead:	C8
Sub-entity Name :	Network	BIPMARK Support 1:	
BellSouth Contacts:	Bill Smith	BIPMARK Support 2:	
		BIPMARK Support 3:	
Marketing Participant:	Andersen Consulting (to BT, SBC)	Participant Type:	Remarketing
Address:		Participant Contacts:	
City, State, Zip			
Estimated Availability Date:	1/ 1/99		
Description of Opp. :			
Status of Deal:			
Background of Deal:			
IT Platform:			
Financial Analysis:			
Competitive Analysis:			
Comments for Top Deals Report:			
Next Scheduled Follow-Up Date:	1/15/99		
Follow-Up Actions to be Taken:	Check on status of investigation		

FIG. 29

FIG. 30

Deals/Potential Opportunities
Prioritization of Top Deals

<u>Status</u>	<u>Product/Project Name</u>	<u>Opp #</u>	<u>BellSouth Entity</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Reason/Comments</u>
---------------	-----------------------------	--------------	-------------------------	----------------------	---------------------	-------------	----------------	-------------------	------------------	-----------------	------------------------

[L0=Potential Opportunity] [L1=Initial Research in Progress] [L2=Awaiting Exec. Pre-Transaction Report] [L3=Negotiations in Progress] [L4=Awaiting Exec. Agm/Transaction Report] [L5=Contract Completed/Closed]
Tuesday, December 14, 1999

FIG. 30

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the
BellSouth companies except pursuant to a written agreement.

TOP SECRET

BellSouth Intellectual Property Marketing Corporation
Level 1 (Initial Research in Progress) WIP Report

Date Generated: Tuesday, December 14, 1999

<u>Product/Project Name</u>	<u>Subsidiary Name</u>	<u>Opp #</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>BIPMARK</u>		<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Date Chgd</u> <u>to L1</u>
					<u>Lead</u>	<u>Support</u>				

FIG. 31

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the
BellSouth companies except pursuant to a written agreement.

09750130-061801
"06T90" 05460

BELLSOUTH

Intellectual Property Companies Contract Tracking Database

Agreement Type:					
First Party:					
Second Party:					
Third Party:					
Effective Date:		Termination or Renewal Date:			
Termination or Renewal Terms:					
Confidentiality Period?					
Executed Copy on File?		Location of Original:			
Comments:					
View Executed Contract:					
View Other Document:					
For Remarketing Agreements Only:					
Affiliate Involved:					
Transaction Type:		Project Name:			
Type of IP Involved:					
View Transaction Report:					
Frequency of Payment:					
Payment/Royalty Due Date:		Amount Due:			
Additional Payment Terms:					
YTD Totals:	1999	2000	2001	2002	2003

FIG. 32

Unexecuted Agreements

Agreement Type	First Party	Second Party
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FIG. 33

09750130-061801

Award #	D99-192	Type	Disclosure Award	Legal Case #	09192	Key #	868
---------	---------	------	------------------	--------------	-------	-------	-----

Inventor Information			
Title	Mr.	Name	
BellSouth Co.			
Suite			
Address			
City	State	Zip	
Phone No.			
FAX No.			
Still BellSouth employee?			
IP Coordinator ID#			

Inventor's Supervisor	Inventor's Department Head
Title	Grp
Name	Name
Suite	Title
Address	Suite
City	Address
State	City
Zip	State

Disclosure Award	Filing Award
Title	Title
Sales Information Storage/Tracking/Notification	
11/11/99 Disclosure Received by Legal	Date Application Filed
11/11/99 Disclosure Received by BIPMAN	Date BIPMAN Notified of Filing
11/16/99 Letter and Gift Sent to Inventor	Filing Award Request Sent to IPC
Gift Sent	Filing Award Payment Conf Rec'd
Wooden Pen	Filing Award Recognized at Banquet
BSCC/ESP Program	
No	
Coord Name	

Issuance Award	Publication Award
US Patent Number	Title/ Public Name
Title	
Date Patent Issued	Date Article Published
Date BIPMAN Notified of Issuance	Date BIPMAN Notified of Publication
Issuance Award Request Sent to IPC	Rec'd Request for Release Form
Issuance Award Payment Conf Rec'd	Publication Award Request Sent to IPC
Iss Award Recognized at Banquet	Confirmation of Payment Rec'd
	Publ Award Recognized at Banquet

Inventor Achievement Award	General Award
Patent No.	Title
Date Last Patent Issued	\$ Amount of General Award
Date BIPMAN Notified of Inv Ach Award	Date General Award Appl Rec'd
Inv Ach Award Request Sent to IPC	General Award Request Sent to IPC
Inv Ach Award Payment Conf Rec'd	General Award Payment Conf Rec'd
Inv Ach Award Recognized at Banquet	Gen Award Recognized at Banquet

General Notes

FIG. 34

The screenshot displays the Microsoft Access application window. At the top, the menu bar includes File, Edit, View, Insert, Format, Records, Tools, Window, and Help. Below the menu bar is a toolbar with various icons for database operations. The main workspace shows a form titled 'Company Addresses'. This form has several text input fields, each with a label to its left:

- Company Name:** BellSouth Entertainment
- Formal Name:** BellSouth Entertainment, Inc.
- Street Address:** 1100 Abernethy Road
- City:** Atlanta
- State:** GA
- Zip Code:** 30328

At the bottom of the form is a 'Records' section with navigation buttons (Previous, Next, First, Last, etc.) and a text box showing the current record number '1' of '3' total records. The status bar at the very bottom of the window shows 'Award: Dat' and 'Company Name'.

FIG. 35

09750130-061801











ESP COORDINATORS		  				
ESP COORDINATOR	JANE DOE					
COMPANY	A - ALL					
MARKET	ALL STATES					
STATE / REGION	ALL STATES / REGS					
PHONE	(404) 555-1212					
FAX	(404) 555-1313					
STREET ADDRESS 1	100 PEACHTREE STREET					
STREET ADDRESS 2	SUITE 4005					
CITY	ATLANTA					
STATE	GA					
ZIP	30309					
MAIL CODE	MC01					
RECORD				1	   	of 54

FIG. 36

09750130-061801
FORTRAN DETOSZ60

Microsoft Access

File Edit View Insert Format Records Tools Window Help

IP Coordinators

IP ID#	12		
Full Name	Amy Sherwood	Title	Ms.
Company Name	SOS - BellSouth Business Systems, Inc.		
Mailstop	7E01		
Street Address	1155 Peachtree Street, N.E.		
City	Atlanta		
State	GA	Zip Code	30309
Phone#	(404) 249-2738	FAX#	(404) 249-2866

Records: 11 1 1 21 32

Awards Data

IP Coordinator

FIG. 37

Innovation Award Request Patent Filing Award

Date of Request December 8, 1999	BellSouth File No. 98059	Innovation Award No. A99-075
Date Application Filed: Title of Application:		
<p><i>Please arrange payment of a Specific Innovation Award for filing of a patent application for the inventor listed below. Innovation Awards should be grossed up for federal and state taxes. Due to the significance of this contribution to BellSouth, the award should be presented in an appropriate ceremony in the presence of the inventor's peers and/or higher management.</i></p> <p style="text-align: center;"><i>Award Amount:</i></p> <p style="text-align: center;"><i>Approved By: X IP Legal</i> <i>BellSouth IP Management Corp.</i></p>		
Inventor Name _____	Inventor Signature _____	
Supervisor Name _____	Supervisor Signature _____	
IP Coordinator Name _____	IP Coordinator Signature _____	
<p><i>Certification of payment and this signed request form must be returned to:</i></p> <p style="text-align: center;"> Julia Spires, Intellectual Property Administrator 1155 Peachtree Street, NE - Suite 500 - Atlanta, GA 30309 (404) 249-2961 </p>		

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

MEMORANDUM

To: John E. Lewis
From: Marcus Delgado
Date: December 8, 1999
RE: Notification of Patent Application Filing for
Title:
BellSouth No.:
Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

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Patents Granted 9/1/99 Through 11/30/99

<u>Award</u>	<u>Legal No.</u>	<u>Inventor Name</u>	<u>Company Name</u>	<u>Patent Title</u>	<u>US Patent No.</u>	<u>Date Issued</u>
A99-067	96013	JoAnn Blount (retired)	BSCC - BellSouth Cellular Corp.	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)	5,963,864	10/ 5/99

FIG. 40

Marketing Table

Field Name		Data Type		Description	Relates (KEY)				Location of Data	Editable	Security	Comments
Project Number		Number		Unique number to keep track of each project	PK				System generated	Non-Editable		
Project Name		Character		Name of the project					Free Form Entry	Editable		
Status of Project		Character		Status of the project					Lookup Table	Editable		
Status Date		Date		Anticipated dates for different status levels					Can be system generated and/or free form.	Editable		A version can update when changing status levels.
Customer				Pulls additional information into database, Name, Contact, Phone - from People/Address table					Lookup Table	Editable		
				Customer Name								
				Contact								
				Phone								
				Party to final contract?								
Remarketing Partner				Pulls additional information into database, Name, Contact, Phone, party to final contract - from People/Address table					Lookup Table	Editable		
				Company Name								
				Contact								
				Phone								
				Party to final contract?								
IP Group Personnel				Pulls additional information into database, Name, Role, party to final contract - from People/Address table					Lookup Table	Editable		
				Name								
				Role								
Products		Character		Pointer back to product table					Lookup Table	Editable		
Deal Size		Character		Product Name								
Deal Value		Number		Drop Down Estimate, small, medium and large					Lookup Table	Editable		
Deal Priority		Character		Actual deal value entered after the deal is closed					Free Form	Editable		
				low, medium, high					Lookup Table	Editable		
Include in Top Deals Report		Y/N (or CHAR)		Check box designating as important deal					Free Form	Editable		
Description of Project		Character							Freeform	Editable		
Followup Date		DATE		Next Scheduled Followup Date					Freeform	Editable		
Followup Actions		Character		Follow-up Actions to be Taken					Freeform	Editable		
Responsible Party		Character		Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple values					Lookup Table	Editable		

FIG. 41

Files	Character	pointer back to files and file comments	Freeform	Editable		
		File				
		Comments				
Associated Contract		Pointer that pulls information from contract table - including name	Lookup Table	Editable		
		Name				
		Agreement Type				

Contract Tracking Table

Relates

Field Name	Data Type	Description	Location Data (KEY)	Editable	Security	Comments
Agreement Number	Number		KEY	Non-Editable		
Agreement Name	Character			Editable		
Agreement Type	Character		Lookup Table	Editable		
Project Number	Number	Key field for linking to marketing opportunities	Potentially a Foreign Key	Non-Editable		
Parties	Character	Lookup to People/Address table	Lookup Table	Editable		Should be able to add to the list
		Company Name				
		Type				
		Contact				
Effective Date	DATE		Freeform	Editable		
Termination/Renewal Date	DATE		Freeform	Editable		
Termination/Renewal Terms	Character		Freeform	Editable		
List IP	Character	List of IP Involved; pop-up box to add IP pointers, IP Type, Name, Ref #	Potentially a Foreign Key	Non-Editable		User can modify which IP is licensed
		IP Type				
		Name				
		Ref. #				
Exclusivity	Character	values: exclusive, non-exclusive		Editable		
Form of Agreement	Character	values: Distribution License, Straight Use License, Strategic Agreement	Lookup Table	Editable		
Description	Character		Freeform	Editable		
Type of Revenue	Character	values: cash, savings, cash & savings	Lookup Table	Editable		
Unique T&C	Character		Freeform	Editable		
Frequency of Payment	Character		Lookup Table	Editable		
Reason for Termination	Character		Freeform	Editable		
Type of License	Character	Do we still want this?...not on screen shots	Lookup Table			This can be a range or a final date.
Confidentiality Period	DATE		Freeform	Editable		

FIG. 42

File	Character	Pointer to attached files and comments	Freeform	Editable
		File Name		
		Comments		
Product	Character			
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage	Lookup Table	Editable
		BellSouth Business Unit		
		Royalty Percentage		
Notice Date	Date			
Customers Party to Contract	Character			
Parties to Contract	Character			
Underlying Ip of Product	Character			
Action	Character	Button (field) that points to information in the action table	Lookup Table	
		Expected Due Date		
		Actual Date		
		Action Type (Lookup)		
		Expected Amount		
		Actual Amount		
		Expected Action		
		Actual Action		
		Internal Contact		
		External Contact		
		Comments		
Comments	Character		Freeform	

IP TABLE (Trade Secrets or Copyrights)

Field Name	Data Type	Description	Relates			
			(KEY)	Location Data	Editable	Security
IP #	Number	System Generated	Primary Key	Primary Key	Non-Editable	
IP Type	Character	TS or Copyright or Both		Lookup Table	Editable	
IP Name	Character			Freeform	Editable	
BellSouth Sub-entity	Character			Freeform	Editable	
BellSouth Business Unit	Character			Lookup Table	Editable	Could also be freeform
IP Description	Character	Freeform comments		Freeform	Editable	
Associated Files Attached	Character	Pointer to electronic file and comments		Freeform	Editable	
		File Name				
		Comments				
Copyright Filed?	Character	Build Lookup N/A, Yes or No.		Lookup Table	Editable	

FIG. 43

Product Table

Field Name		Data Type		Description		Relates (KEY)		Location Data	Editable	Security	Comments
Product Description		Character	Product Description			Primary Key		Freeform	Editable		
Product Number		Number	System Generated					Primary Key	Non-editable		System Generated
BellSouth Sub-entity		Character						Freeform	Lookup Table		
BellSouth Business Unit		Character	Allow multiple values					Lookup Table	Editable		Could also be freeform
BellSouth Contacts		Character	Pointer to People/Address Table, Name, Phone and Position (e.g., role)					Freeform	Editable		
			Name								
			Phone #								
			Position								
List of Patents		Character	Pointer to CPI Patent Database Records					CPI System	Editable		
			Status								
			Docket #								
			Country								
			App. #								
			Filing Date								
			Patent #								
			Issue Date								
			Inventor								
			Title								
			Comments - Not sure if in CPI								
List of TM		Character	Pointer to CPI TM Database Records					CPI System	Editable		
			Status								
			Mark								
			Country								
			App. #								
			Docket #								
			Filing Date								
			Reg. #								
			Reg. Date								
			Renewal Date								
			Comments - Not sure if in CPI								
List of Trade Secrets & Copyrights		Character	Pointer to IP Table					Lookup Table	Editable		
			Name								
			Description								
			BellSouth Sub-entity								
			BellSouth Business Unit								
			IP #								

FIG. 44

Date Available for Sale	DATE				Freeform	Editable		
Technical Requirements	Character				Freeform	Editable		
Product Name	Character			allow multiple values	Freeform	Editable		
Files	Character			pointer to files and comments	Lookup Table	Editable		
				File Name				
				Comments				
Patents Table (CPI)-Used in IP Table								
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments	
Patent #								
Issue Date								
Inventor								
Status								
Docket #								
Title								
Country								
App #								
Filing Date								
Comments		This may not be in CPI						
Trademark Table (CPI) Used in IP Table								
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments	
Mark								
Reg. #								
Registration Date								
Status								
App #								
Docket #								
Country								
Filing Date								
Renewal Date								
Comments		This may not be in CPI						
Corp/Org. Table								
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments	
Name								
Type		IP Group, Remarketing, Customer, Alliance						

FIG. 45

People/Address Table						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Org						
Name						
Phone						
Address						
Comments						
Position						
Roles Lookup Values						
Contact						
Research						
Other						
Contact Lookup Values						
IP Group Personnel						
End Users/Customers						
BellSouth Business Unit						
Status Lookup Values						
Conduct Initial Research		Used in Marketing Module				
Conduct Market Research and Analysis						
Develop marketing plan & package						
Sell product						
Negotiate contract						
Complete & approve transaction report						
Execute contract						
Set up maintenance plan						
Close out project						
Used in IP Inventory Module, Product Inventory Module						
BellSouth Business Units Lookup Values						
BASC (Affiliate Service Corp.)						
BBi (Billing Inc.)						
BBS (Business Systems)						
BPC (Public Communications)						
BSC (Corporate)						
BSCC (Cellular)						
BSE (Entertainment)						
BSI (International)						
BSNET (.Net)						
BST (Telecommunications)						

FIG. 46

[illegible]

BAPCO (Advertising and Publishing)								
BAT (Applied Technology)								
BCS (Communication Systems)								
BWD (Wireless Data)								
Agreement Type	Look Up Values	Used in Contract Module						
Administrative Services Agreement								
Master Licensing Agreement								
Sublicensing Agreement								
Services Agreement								
Sublease Agreement								
Consulting Agreements								
Recruiter Agreements								
Remarketing Agreements								
Freq. of Payments	Look Up Values	Used in Contract Module						
One-time Development/Maintenance Savings								
One Time Up-Front License Fee								
One Time Up-Front License Fee w/ Future Royalties Due								
Monthly Report/Royalty Payment								
Quarterly Report/Royalty Payment								
Annual Report/Royalty Payment								

FIG. 47

ACTION TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Action Due Date	Date			Freeform		
Action Type	Character			Freeform		
Expected Amount	Number			Freeform		
Expected Action	Character			Freeform		
BellSouth Sub-entity	Character			Freeform		This can be business unit.
Royalty Expected Due Date	Date			Freeform		
Royalty Actual Date	Date			Freeform		
Royalty Action Type	Character			Lookup Table		
Royalty Expected Amount	Number			Freeform		
Royalty Actual Amount	Number			Freeform		
Royalty Expected Action	Character			Freeform		
Royalty Actual Action	Character			Freeform		
Royalty Internal Contact	Character			Lookup Table		
Royalty External Contact	Character			Lookup Table		
Royalty Comments	Character			Freeform		
Start Date	Date			Freeform		
End Date	Date			Freeform		
Period	Character			Lookup		

FIG. 48

Contacts TABLE							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Company Name				Freeform			
BellSouth Sub-entity				Freeform			
Type		IP Group, Remarketing, Customer, Alliance, Bellsouth					
Events		Internal					
		Pointer to Events table		Freeform			
		Date					
		Comments					
		Attached Files					
Contacts							
		Name					
		Title					
		Country					
		Address1					
		Address2					
		City					
		State					
		Zip					
		Phone					
Individual Contact Events		Pointer to Individual Contact Events Table					
		Date					
		Comments					
		Attached Files					

FIG. 49

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM



IP Inventory Module

Product Inventory Module

Marketing Module

Contracts Module

Searching/Reporting Module

Contacts Module

>>> connect >>>

>> and create something

FIG. 50

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<i>IP Inventory Module</i>	<u>IP Inventory</u>
Create New Trade Secret or Copyright Record View Inventory Search Inventory	Please choose an option from the menu bar on the left.

FIG. 51

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

[Create New Trade
Secret or Copyright
Record](#)

[View Inventory](#)

[Search Inventory](#)

Create/Edit Trade Secret/Copyright

IP # Copyright Filed ☐

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Associated Files Attached

File to Attach

File Name	Comments
<input type="text"/>	<input type="text"/>

FIG. 52

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)

View Inventory

Patents

Sort By

Trademarks

Sort By

Trade Secret & Copyrights

Sort By

Submit

Cancel

FIG. 53

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory

Product Inventory

Marketing

Contracts/Agreements

Searching/Reporting

Contacts

IP Inventory Module

Create New Trade Secret or Copyright Record

View Inventory

Search Inventory

View Inventory

Patents

Sort By

Patent #

Issue Date

Status

Default

Status

Docket #

Country

App #

Filing Date

Name

Trade

Sort By

Copyrights

Submit

Cancel

FIG. 54

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory

Product Inventory

Marketing

Contracts/Agreements

Searching/Reporting

Contacts

IP Inventory Module

Create New Trade Secret or Copyright Record

View Inventory

Search Inventory

View Inventory

Patents

Sort By

N/A

Trademarks

Sort By

N/A

Trade

Sort By

Default

Submit

Cancel

FIG. 55

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

View Inventory

Patents

Sort By

Trademarks

Sort By

Trade Secret & Copyrights

Sort By

Submit

Name	BellSouth Entity
Business Unit	Business Unit
IP #	
Description	
Default	

FIG. 56

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

[IP Inventory Module](#)

View Inventory

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

Patents

<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App #</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

Trade Secrets & Copyrights

<u>Name</u>	<u>Description</u>	<u>BellSouth Entity</u>	<u>Business Unit</u>	<u>IP#</u>
Data	Data	Data	Data	Data

FIG. 57

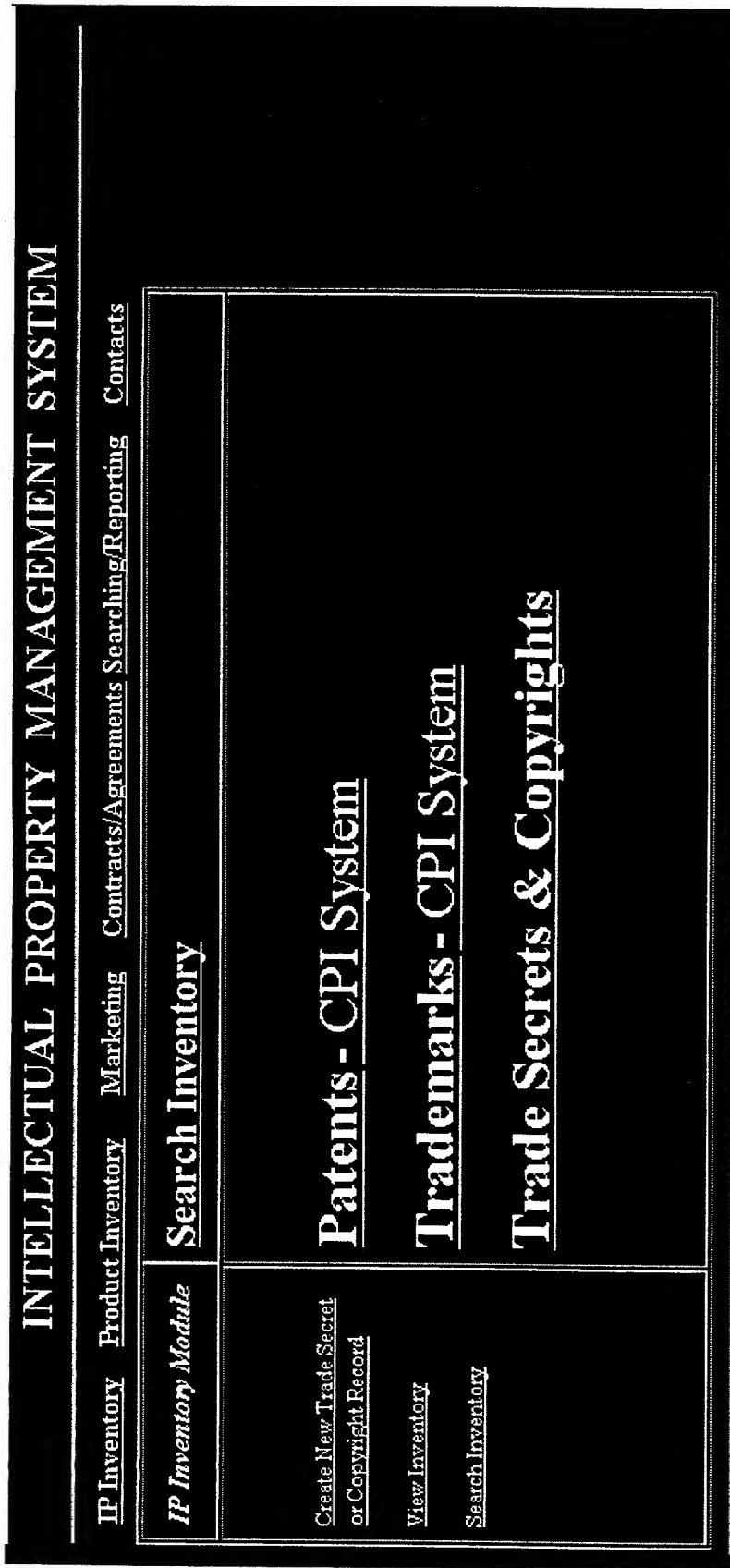


FIG. 58

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<i>IP Inventory Module</i>	<u>Search Patents</u>																				
Create New Trade Secret or Copyright Record	<table border="1"><tr><td>Status</td><td></td><td>Filing Date</td><td></td></tr><tr><td>Docket #</td><td></td><td>Patent #</td><td></td></tr><tr><td>Country</td><td></td><td>Issue Date</td><td></td></tr><tr><td>App. #</td><td></td><td>Title</td><td></td></tr><tr><td>Inventor</td><td></td><td>Comments</td><td></td></tr></table>	Status		Filing Date		Docket #		Patent #		Country		Issue Date		App. #		Title		Inventor		Comments	
Status		Filing Date																			
Docket #		Patent #																			
Country		Issue Date																			
App. #		Title																			
Inventor		Comments																			
	<p>Search All Fields <input type="text"/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>																				

FIG. 59

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<h1>Search Patents Results</h1>										
<h2>IP Inventory Module</h2> <p>Create New Trade Secret or Copyright Record</p> <p>View Inventory</p> <p>Search Inventory</p>	<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

FIG. 60

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)

Search Trademarks

Status		Filing Date	
Mark		Reg. #	
Country		Reg. Date	
Docket #		Renewal Date	
App. #		Comments	

Search All Fields

FIG. 61

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<i>IP Inventory Module</i>	Search Trademark Results									
Create New Trade Secret or Copyright Record View Inventory Search Inventory	<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App.#</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>
	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

FIG. 62

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	
IP Inventory Module	<u>Search Trade Secret/Copyright Issue</u>
Create New Trade Secret or Copyright Record	IP# <input type="text"/> Copyright Filed <input type="text" value="N/A"/>
View Inventory	IP Name <input type="text"/>
Search Inventory	IP Type <input type="text" value="N/A"/>
	BellSouth Business Unit <input type="text"/>
	BellSouth Sub-entity <input type="text"/>
	IP Description <input type="text"/>
	Full Text File Search <input type="text"/>
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 63

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<u><i>IP Inventory Module</i></u>	<u>Search Results</u>			
<u>Create New Trade Secret or Copyright Record</u>	<u>Trade Secrets & Copyrights</u>			
<u>View Inventory</u>	<u>Name</u>	<u>Type</u>	<u>IP #</u>	<u>BellSouth Sub-entity Data</u>
<u>Search Inventory</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>

FIG. 64

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product Inventory

Please choose an option from the menu bar on the left.

- Create New Product
- View Products
- Search For Product
- View/Edit Contacts

FIG. 65

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product
Inventory
Module

Create/Edit Product

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

Product Name

Product Number 1234343

BellSouth Business Unit

BellSouth Sub-entity

Product Description

Date Available for Sale

Technical Requirements

BellSouth Contacts

FIG. 66

BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>
<u>Add Contact</u>		<u>Remove Contact</u>

List of IP

Patents

<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
<u>Add Patents</u>					<u>Remove Patents</u>				

Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>
<u>Add Trademarks</u>			<u>Remove Trademarks</u>						

Trade Secrets & Copyrights

FIG. 67

Trade Secrets & Copyrights

<u>Name</u>	<u>Description</u>	<u>BellSouth Sub-Entity</u>	<u>Business Unit</u>	<u>IP#</u>

Add TS or Copyright Remove TS or Copyright Create TS/Copyright

Associated Files Attached

File to Attach

Browse...

Remove File

File Name

Comments

Submit

Cancel

FIG. 68

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Products</u>
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>View All Products</u> <u>View All Products Sorted By BellSouth Business Unit</u> <u>View All Products for Specific BellSouth Business Unit</u> <u>Advanced View</u>

FIG. 69

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Product Inventory Module

Create New Product

View Products

Search For Product

View/Edit Contacts

View All Products

Name	BellSouth Business Unit	Description
Data	Data	Data

FIG. 70

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

View All Products by BellSouth Business Unit

<u>BellSouth Business Unit</u>	<u>Name</u>	<u>Description</u>
Data	Data	Data

[Product](#)
[Inventory](#)
[Module](#)

[Create New](#)
[Product](#)

[View Products](#)

[Search For](#)
[Product](#)

[View/Edit](#)
[Contacts](#)

FIG. 71

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Product Inventory Module

Create New Product

View Products

Search For Product

View/Edit Contacts

View All Products By Specific BellSouth Business Unit

BellSouth Business Unit:

Submit

BASC

BBI

BBS

BPC

BSC

BSCC

BSE

BSI

BSNET

BST

FIG. 72

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
<u>IP</u> Inventory	<u>Product</u>	<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>	
	Inventory		
<u>Product</u> <u>Inventory</u> <u>Module</u>	<u>View All Products By Specific BellSouth Entity</u>		
<u>Create New</u> <u>Product</u> <u>View Products</u> <u>Search For</u> <u>Product</u> <u>View/Edit</u> <u>Contacts</u>	<u>BellSouth Entity</u>	<u>Name</u>	<u>Description</u>
	Data	Data	Data

FIG. 73

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Product Inventory Module</i>	<u>View Products Advanced View</u>
<u>Create New Product</u>	1.) Sort By: <input type="text" value="N/A"/>
<u>View Products</u>	2.) Sort By: <input type="text" value="N/A"/>
<u>Search For Product</u>	3.) Sort By: <input type="text" value="N/A"/>
<u>View/Edit Contacts</u>	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

FIG. 74

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Products Advanced View</u>			
<u>Create New Product</u>	1.) Sort By: <input type="text" value="N/A"/>			
<u>View Products</u>	2.) Sort By: <input type="text" value="N/A"/>			
<u>Search For Product</u>	3.) Sort By: <input type="text" value="N/A"/>			
<u>View/Edit Contacts</u>	<input type="text" value="N/A"/> <input type="button" value="Submit"/> <table border="1"><tr><td>BellSouth Entity</td></tr><tr><td>Name</td></tr><tr><td>Description</td></tr></table>	BellSouth Entity	Name	Description
BellSouth Entity				
Name				
Description				

FIG. 75

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Product Inventory Module</i>	<u>View Products Advanced View</u>
<u>Create New Product</u>	1.) Sort By: <input type="text" value="Name"/>
<u>View Products</u>	2.) Sort By: <input type="text" value="BellSouth Entity"/>
<u>Search For Product</u>	3.) Sort By: <input type="text" value="Description"/>
<u>View/Edit Contacts</u>	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

FIG. 76

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Products Advanced View</u>						
<u>Create New Product</u>	<table border="1"><tr><td><u>Name</u></td><td><u>BellSouth Entity</u></td><td><u>Description</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Name</u>	<u>BellSouth Entity</u>	<u>Description</u>	Data	Data	Data
<u>Name</u>	<u>BellSouth Entity</u>	<u>Description</u>					
Data	Data	Data					
<u>View Products</u>							
<u>Search For Product</u>							
<u>View/Edit Contacts</u>							

FIG. 77

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Inventory

Product

Inventory

Marketing Contracts/Agreements

Searching/Reporting Contacts

Product

Inventory

Module

Create New

Product

View

Products

Search For

Product

View/Edit

Contacts

Search Products

Product Number

BellSouth Business Unit

Product Description

Date Available for Sale

Technical Requirements

Product Name

BellSouth Sub-entity

BellSouth Contacts

FIG. 78

BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>
Add Contact		Remove Contact

List of IP

Patents

Status	Docket#	Country	App #	Filing Date	Patent #	Issue Date	Inventor	Title	Comments
Add Patents					Remove Patents				

Trademarks

Status	Mark	Country	Docket#	App#	Filing Date	Reg #	Reg. Date	Renewal Date	Comments
Add Trademarks					Remove Trademarks				

Trade Secrets & Copyrights

FIG. 79

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	P#

Add Trade Secrets or Copyrights

Remove Trade Secrets or Copyrights

Associated Files Attached

File Name	Comments

Full Text File Search

Search

Cancel

FIG. 80

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<i><u>Product Inventory Module</u></i>	<i><u>Product Search Results</u></i>
Create New Product View Products Search For Product View/Edit Contacts	<div> Product Name Data1 </div> <div> Any Criteria Used in Search Data2 </div>

FIG. 81

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Product</u>						
<u>Create New Product</u>	Product Number 12323 Product Name Product						
<u>View Products</u>	BellSouth Sub-entity Entity BellSouth Business Unit Main Unit						
<u>Search For Product</u>	Product Description <input type="text"/>						
<u>View/Edit Contacts</u>	Date Available for Sale 2/14/2000						
	Technical Requirements <input type="text"/>						
BellSouth Contacts							
<table border="1"><tr><td>Name</td><td>Phone #</td><td>Position</td></tr><tr><td>Howard Johnson</td><td>1-800-555-1212</td><td>Director</td></tr></table>		Name	Phone #	Position	Howard Johnson	1-800-555-1212	Director
Name	Phone #	Position					
Howard Johnson	1-800-555-1212	Director					
List of IP							

FIG. 82

List of IP

Patents

Status	Docket#	Country	App.#	Filing Date	Patent #	Issue Date	Inventor	Title	Comments

Trademarks

Status	Mark	Country	Docket#	App#	Filing Date	Reg.#	Reg. Date	Renewal Date	Comments

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

Associated Files Attached

File Name	Comments

Edit

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing

Please choose an option from the menu bar on the left.

Create New Project

View/Edit Project

Search/Report Projects

View/Edit Contacts

FIG. 84

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Marketing Module</i>	<u>Create New Project</u>
<u>Create New Project</u>	Project Name <input type="text"/> Project # 121232
<u>View/Edit Project</u>	Status <input type="text"/> Status Date <input type="text"/>
<u>Search/Report Projects</u>	Deal Value <input type="text"/> Deal Size <input type="text"/>
<u>View/Edit Contacts</u>	Include in Top Deals Report <input type="checkbox"/> Deal Priority <input type="text"/>
	Description of Project <input type="text"/>
	Follow-up Date <input type="text"/> Follow-up Actions <input type="text"/>
	Responsible Party <input type="text"/> Products <input type="text"/>

FIG. 85

<u>Products</u>			
<u>Product Name</u>			
<u>Add Product</u>	<u>Remove Product</u>		
<u>Customer</u>			
<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>
<u>Add Customers</u>	<u>Remove Customers</u>		
<u>Remarketing Partners</u>			
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>
<u>Add Partner</u>	<u>Remove Partner</u>		
<u>IP Group Personnel</u>			

FIG. 86

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="button" value="Add IP Personnel"/>	<input type="button" value="Remove IP Personnel"/>
<u>Associated Files Attached</u>	
<input type="text"/>	<input type="button" value="Browse..."/>
<input type="button" value="File to Attach"/>	<input type="button" value="Remove File"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<u>Contract Records</u>	
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="button" value="Create Contract Record"/>	<input type="button" value="Add Associated Contract Record"/>
<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>
<input type="button" value="Remove Associated Contract Record"/>	

FIG. 87

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Marketing Module</i>	<u>View Projects</u>
<u>Create New Project</u>	
<u>View/Edit Project</u>	
<u>Search/Report Projects</u>	
<u>View/Edit Contacts</u>	
	<u>Default Search</u>
	<u>Custom Sort</u>
	1.) Sort By: N/A
	2.) Sort By: N/A
	3.) Sort By: N/A
	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

FIG. 88

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>View Project-Results</u>
<u>Create New Project</u>	<u>Project Name</u> <u>Customer</u> <u>Product</u> <u>Status</u> <u>Deal Priority</u> <u>Deal Value</u>
<u>View/Edit Project</u>	<u>Data1</u> <u>Data2</u> <u>Data3</u> <u>Data4</u> <u>Data5</u> <u>Data6</u>
<u>Search/Report Projects</u>	
<u>View/Edit Contacts</u>	

FIG. 89

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

<u>Marketing Module</u>	<u>View Project</u>
Create New Project	Project # 12334
View/Edit Projects	Status Conduct Initial Research
Search/Report Projects	Deal Value \$1.2 Billion
View/Edit Contacts	Include in Top Deals Report <input type="checkbox"/>
	Deal Priority Low
	Description of Project
	<div></div>
	Follow-up Date 2/2/2000
	Follow-up Actions Action
	Responsible Party Mike Stevens
	Products
	<div>Product Name</div> <div>Product</div>
	Customer

FIG. 90

Customer

<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
IBM	John Jim	212-555-1212	<input type="checkbox"/>

Remarketing Partners

<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
IBM	Bob Smith	212-555-1212	<input type="checkbox"/>

IP Group Personnel

<u>Name</u>	<u>Role</u>
-------------	-------------

Associated Files Attached

<u>File Name</u>	<u>Comments</u>

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>

Edit

FIG. 91

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

Marketing Module	View Projects
Create New Project	Default Search
View/Edit Project	Custom Sort
Search/Report Projects	1.) Sort By: <input type="text" value="Customer Company Name"/>
View/Edit Contacts	2.) Sort By: <input type="text" value="Product Name"/>
	3.) Sort By: <input type="text" value="Customer Company Name"/>
	<div> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </div> <div> <input type="text" value="N/A"/> </div> <div> <input type="text" value="Customer Company Name"/> </div> <div> <input type="text" value="Product Name"/> </div> <div> <input type="text" value="Remarking Partner Company Name"/> </div> <div> <input type="text" value="Status"/> </div> <div> <input type="text" value="Deal Priority"/> </div> <div> <input type="text" value="Deal Value"/> </div> <div> <input type="text" value="Deal Size"/> </div> <div> <input type="text" value="IP Group Personnel"/> </div>

FIG. 92

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

<u>View Projects-Results</u>	
Marketing Module Create New Project View/Edit Project Search/Report Projects View/Edit Contacts	Criteria 1 Criteria 2 Criteria 3 Project # Customer Product Data1 Data2 Data3 Data4 Data5 Data6

FIG. 93

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Edit Project</u>
<u>Create New Project</u>	<div>Project Name <input type="text"/></div> <div>Project # <input type="text"/></div>
<u>View/Edit Project</u>	<div>Status <input type="text"/></div> <div>Status Date <input type="text"/></div>
<u>Search/Report Projects</u>	<div>Deal Value <input type="text"/></div> <div>Deal Size <input type="text"/></div>
<u>View/Edit Contacts</u>	<div>Include in Top Deals Report <input type="checkbox"/></div> <div>Deal Priority <input type="text"/></div>
	<div>Description of Project</div> <div><input type="text"/></div>
	<div>Follow-up Date <input type="text"/></div> <div>Follow-up Actions <input type="text"/></div>
	<div>Responsible Party <input type="text"/></div>
	<div>Products</div> <div><input type="text"/></div>
	<div>Product Name</div> <div><input type="text"/></div>

FIG. 94

Products

<u>Product Name</u>	

Add Product

Remove Product

Customer

<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>

Add Customers

Remove Customers

Remarketing Partners

<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>

Add Partner

Remove Partner

IP Group Personnel

FIG. 95

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
Add IP Personnel	Remove IP Personnel
<u>Associated Files Attached</u>	
File to Attach	Browse... Remove File
<u>File Name</u>	<u>Comments</u>
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
Create Contract	Add Associated Contract
Submit	Cancel

FIG. 96

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Project Search/Reports</u>
<u>Create New Project</u>	<div>Project Name <input type="text"/></div> <div>Project # <input type="text"/></div>
<u>View/Edit Project</u>	<div>Status <input type="text" value="N/A"/></div> <div>Status Date <input type="text"/></div>
<u>Search/Report Projects</u>	<div>Deal Value <input type="text"/></div> <div>Deal Size <input type="text" value="N/A"/></div>
<u>Standard Project Reports</u>	<div><input type="checkbox"/> Include in Top Deals Report</div> <div>Deal Priority <input type="text" value="N/A"/></div>
<div><ul style="list-style-type: none"><u>Top Deals</u><u>Customer Report</u><u>Remarketing Report</u><u>Status Level Report</u><u>BellSouth Entity Report</u></div>	<div>Description of Project <input type="text"/></div> <div>Follow-up <input type="text"/></div> <div>Follow-up Date <input type="text"/></div> <div>Follow-up Actions <input type="text"/></div>
	<div>Responsible Party <input type="text" value="N/A"/></div> <div>Products <input type="text"/></div>
<u>View/Edit Contacts</u>	<div>Product Name <input type="text"/></div> <div><input type="text"/></div>

FIG. 97

Report View/Edit Contacts		<table border="1"> <tr> <td>Product Name</td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>		Product Name			
Product Name							
Add Product Remove Product							
Customer							
Customer Name	Contact	Phone	Party to Final Contract				
Add Customer	Remove Customer						
Remarketing Partners							
Company Name	Contact	Phone	Party to Final Contract				
Add Remarketing Partner	Remove Remarketing Partner						
IP Group Personnel							

FIG. 98

[illegible]

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="text"/>	<input type="text"/>
<input type="button" value="Add IP Group Personnel"/>	<input type="button" value="Remove IP Group Personnel"/>
<u>Associated Files Attached</u>	
<u>File Name</u>	<u>Comments</u>
<input type="text"/>	<input type="text"/>
<u>Full Text File Search</u>	
<input type="text"/>	
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
<input type="text"/>	<input type="text"/>
<input type="button" value="Add Contract Record"/>	<input type="button" value="Remove Contract Record"/>
<input type="button" value="Search"/>	<input type="button" value="Cancel"/>

FIG. 99

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing Module	Project Search/Reports
Create New Project	Project Name <input type="text"/>
View/Edit Project	Status <input type="text"/>
Search/Report Projects	Deal V <input type="text"/>
Standard Project Reports	Includ <input type="text"/>
• Top Deals	Deal Size <input type="text"/>
• Customer Report	Deal Priority <input type="text"/>
• Remarketing Report	<input type="text"/>
• Status Level Report	<input type="text"/>
• BellSouth Entity Report	<input type="text"/>
View/Edit Contacts	Product Name <input type="text"/>

FIG. 100

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<p><u>IP</u> <u>Product</u> <u>Inventory</u> <u>Inventory</u></p>	<p><u>Marketing Contracts/Agreements</u> <u>Searching/Reporting</u> <u>Contacts</u></p>
<p><u>Marketing</u> <u>Module</u></p>	<p><u>View Project Search Results</u></p>
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report</u> <u>Projects</u></p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • <u>Top Deals</u> • <u>Customer</u> <u>Report</u> • <u>Remarketing</u> <u>Report</u> • <u>Status Level</u> <u>Report</u> • <u>BellSouth</u> <u>Business</u> <u>Unit Report</u> <p><u>View/Edit Contacts</u></p>	<p><u>Project Name</u> <u>Data1</u></p> <p><u>Customer</u> <u>Data2</u></p> <p><u>Product</u> <u>Data3</u></p> <p><u>Other Search</u> <u>Criteria</u> <u>Data4</u></p>

FIG. 101

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Customer Report</u>
<u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Project</u> <u>Standard Project Reports</u> <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u> <u>View/Edit Contacts</u>	<u>Customer Name</u> <input type="text" value="Customer Name"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/>

FIG. 103

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Marketing Module</u>	<u>Customer Report</u>
<u>Create New Project</u>	<u>Customer Name</u> Data1
<u>View/Edit Project</u>	<u>Product Name</u> Data2
<u>Search/Report Projects</u>	<u>Status</u> Data3
<u>Standard Project Reports</u>	<u>Value</u> Data4
<ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u>	<u>BellSouth Business Unit</u> Data5
<u>View/Edit Contacts</u>	<u>Opp. #</u> Data6

FIG. 103A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

Remarketing Partner Report

Remarketing Company Name

Marketing Module

[Create New Project](#)

[View/Edit Project](#)

[Search/Report Projects](#)

Standard Project Reports

- [Top Deals](#)
- [Customer Report](#)
- [Remarketing Report](#)
- [Status Level Report](#)
- [BellSouth Business Unit](#)

[View/Edit Contacts](#)

FIG. 104

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>		<u>Remarketing Partner Report</u>			
Create New Project		<u>Remarketing Partner</u>	<u>Product Name</u>	<u>Status</u>	<u>Value</u>
View/Edit Project		Data1	Data2	Data3	Data4
Search/Report Projects					
Standard Project Reports					
<ul style="list-style-type: none"> • <u>Top Deals</u> • <u>Customer Report</u> • <u>Remarketing Report</u> • <u>Status Level Report</u> • <u>BellSouth Business Unit</u> 					
<u>View/Edit Contacts</u>					
				<u>BellSouth Business Unit</u>	<u>Opp.#</u>
				Data5	Data6

FIG. 105

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Status Level Report</u>
<u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u> Standard Project Reports <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u> <u>View/Edit Contacts</u>	<div>Status Level <input type="text" value="N/A"/></div> <div><input type="button" value="Submit"/> <input type="button" value="Cancel"/></div>

FIG. 106

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

<u>Marketing Module</u> Create New Project View/Edit Project Search/Report Projects Standard Project Reports <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit View/Edit Contacts	<u>Status Level Report</u>				
	<table border="1"> <tr> <td data-bbox="574 1318 651 1541">Status Level</td> <td data-bbox="574 743 618 1318"> <input type="text" value="N/A"/> </td> </tr> <tr> <td data-bbox="651 1318 748 1541"> <input type="button" value="Submit"/> </td> <td data-bbox="651 743 1029 1318"> <input type="button" value="Cancel"/> <ul style="list-style-type: none"> Conduct Initial Research Conduct market research and analysis Complete and approve PTR Develop marketing plan & package Sell product Negotiate contract Complete & approve transaction report Execute contract Set up maintenance plan Close out Project </td> </tr> </table>	Status Level	<input type="text" value="N/A"/>	<input type="button" value="Submit"/>	<input type="button" value="Cancel"/> <ul style="list-style-type: none"> Conduct Initial Research Conduct market research and analysis Complete and approve PTR Develop marketing plan & package Sell product Negotiate contract Complete & approve transaction report Execute contract Set up maintenance plan Close out Project
Status Level	<input type="text" value="N/A"/>				
<input type="button" value="Submit"/>	<input type="button" value="Cancel"/> <ul style="list-style-type: none"> Conduct Initial Research Conduct market research and analysis Complete and approve PTR Develop marketing plan & package Sell product Negotiate contract Complete & approve transaction report Execute contract Set up maintenance plan Close out Project 				

FIG. 107

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div> <div>IP</div> <div>Product</div> <div>Inventory</div> <div>Inventory</div> </div>	<div> <div>Marketing Module</div> <div> <div>Create New Project</div> <div>View/Edit Project</div> <div>Search/Report Projects</div> <div>Standard Project Reports</div> <div> <ul style="list-style-type: none"> Top Deals Customer Report Remarketing Report Status Level Report BellSouth Business Unit </div> <div>View/Edit Contacts</div> </div> <div>Marketing Contracts/Agreements Searching/Reporting Contacts</div> </div>
	<div> <div>Status Level Report</div> <div> <div>Level</div> <div>Level</div> <div>Data1</div> </div> <div> <div>Opp#</div> <div>Data2</div> <div>Data3</div> </div> <div> <div>Company Name</div> <div>Data4</div> <div>Data5</div> </div> <div> <div>Product Name</div> <div>Data6</div> <div>Data7</div> </div> <div> <div>Remarketing Partner</div> <div>Data8</div> <div>Data9</div> </div> <div> <div>BellSouth Business Unit</div> <div>Data10</div> <div>Data11</div> </div> <div> <div>IP Group Personnel</div> <div>Data12</div> <div>Data13</div> </div> <div> <div>Deal Size</div> <div>Data14</div> <div>Data15</div> </div> <div> <div>Deal Value</div> <div>Data16</div> <div>Data17</div> </div> </div>

FIG. 108

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing Module	BellSouth Business Unit Report
<p>Create New Project</p> <p>View/Edit Project</p> <p>Search/Report Projects</p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit <p>View/Edit Contacts</p>	<p>BellSouth Business Unit</p> <p>Submit Cancel</p> <p>BASC BBI BBS BPC BSC BSCC BSE BSI BSNET BST</p>

FIG. 109

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Marketing Module</u>	<u>Bell South Business Unit Report</u>								
<u>Create New Project</u>	<u>Entity Name</u>	<u>Status</u>	<u>Product Name</u>	<u>Customer Name</u>	<u>Remarketing Partner</u>	<u>Deal Value</u>	<u>BellSouth Contacts</u>	<u>BIPMARK Contact</u>	
<u>View/Edit Project</u>	Data1	Data2	Data3	Data4	Data5	Data6	Data7	Data8	
<u>Search/Report Projects</u>									
Standard Project Reports									
• <u>Top Deals</u>									
• <u>Customer Report</u>									
• <u>Remarketing Report</u>									
• <u>Status Level Report</u>									
• <u>BellSouth Business Unit</u>									
<u>View/Edit Contacts</u>									

FIG. 110

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Contracts/Agreements

Please choose an option from the menu bar on the left.

- Add
Contract/Agreement
- Search
Contracts/Agreements
- Contract Reports
- View/Edit Contacts

FIG. 111

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

Contracts/Agreements Module	Add Contract/Agreement	
Add Contract/Agreement Search Contracts/Agreements Contract Reports View/Edit Contacts	<div> <div>Agreement Name <input type="text"/></div> <div>Agreement Number 12323</div> </div> <div> <div>Agreement Type <input type="text"/></div> <div>Project Number <input type="text"/></div> </div> <div> <div>Product <input type="text"/></div> </div>	
<div> <div>Contract Summary</div> <div> <div> <div>Exclusivity <input type="text"/></div> <div>Form of Agreement <input type="text"/></div> </div> <div> <div>Type of Revenue <input type="text"/></div> <div>Unique T&C <input type="text"/></div> </div> <div> <div>Frequency of Payments <input type="text"/></div> </div> <div> <div>Description <input type="text"/></div> </div> </div> </div>		
<div>Termination or Renewal Terms</div>		

FIG. 112

Termination or Renewal Terms

Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination

BellSouth Business Unit

<u>BellSouth Business Unit</u>	<u>Royalty Percentage</u>

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

<u>Company Name</u>	<u>Type</u>	<u>Contact</u>

Add Party

Remove Party

FIG. 113

Add Party

Remove Party

IP Covered by License

IP Type

Name

Ref #

Add Associated IP

Remove Associated IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
		<input type="text" value="."/>							

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments



FIG. 114

<u>Comments</u>	
<div></div>	
<div></div>	<div>Browse...</div>
<div>Remove File</div>	
<div>File to Attach</div>	<div>File Name</div>
<div></div>	<div></div>
<div></div>	<div><u>Comments</u></div>
<div></div>	<div></div>
<div>Submit</div>	<div>Cancel</div>

FIG. 115

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>
<u>Add Contract/Agreement</u>	Agreement Name <input type="text"/> Agreement Number 12323
<u>Search Contracts/Agreements</u>	Agreement Type <input type="text"/>
<u>Contract Reports</u>	<div>Administrative Services Agreement Master Licensing Agreement Sublicensing Agreement Services Agreement Sublease Agreement Consulting Agreements Recruiter Agreement Remarketing Agreements</div>
<u>View/Edit Contacts</u>	Form of Agreement <input type="text"/>
	Unique T&C <input type="text"/>
	Type of Revenue <input type="text"/>
	Frequency of Payments <input type="text"/>
	Description <input type="text"/>

FIG. 116

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

Contracts/Agreements Module	Add Contract/Agreement								
Add Contract/Agreement	Agreement Name <input type="text"/> Agreement Number 12323								
Search Contracts/Agreements	Agreement Type <input type="text"/> Project Number <input type="text"/>								
Contract Reports	Product <input type="text"/>								
View/Edit Contacts									
Contract Summary									
<table border="1"><tr><td>Exclusivity <input type="text"/></td><td>Form of Agreement <input type="text"/></td></tr><tr><td>Type of Revenue <input type="text"/></td><td>Unique T&C <input type="text"/></td></tr><tr><td>Frequency of Payments <input type="text"/></td><td>Distribution License Straight Use License Strategic Agreement</td></tr><tr><td>Description <input type="text"/></td><td></td></tr></table>		Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>	Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>	Frequency of Payments <input type="text"/>	Distribution License Straight Use License Strategic Agreement	Description <input type="text"/>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>								
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>								
Frequency of Payments <input type="text"/>	Distribution License Straight Use License Strategic Agreement								
Description <input type="text"/>									

FIG. 117

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>
<u>Add Contract/Agreement</u>	Agreement Name <input type="text"/> Agreement Number 12323
<u>Search Contracts/Agreements</u>	Agreement Type <input type="text"/> Project Number <input type="text"/>
<u>Contract Reports</u>	Product <input type="text"/>
<u>View/Edit Contacts</u>	
<u>Contract Summary</u>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Pay <input type="text"/>	Cash <input type="text"/>
	Savings <input type="text"/>
	Cash & Savings <input type="text"/>
Description <input type="text"/>	

FIG. 118

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>
<u>Add Contract/Agreement</u>	Agreement Name <input type="text"/> Agreement Number 12323
<u>Search Contracts/Agreements</u>	Agreement Type <input type="text"/> Project Number <input type="text"/>
<u>Contract Reports</u>	Product <input type="text"/>
<u>View/Edit Contacts</u>	<u>Contract Summary</u>
	Exclusivity <input type="text"/> Form of Agreement <input type="text"/>
	Type of Revenue <input type="text"/> Unique T&C <input type="text"/>
	Frequency of Payments <input type="text"/>
	<div>One-time Development/Maintenance Savings One Time Up-Front License Fee One Time Up-Front License Fee w/ Future Royalties Due Monthly Report/Royalty Payment Quarterly Report/Royalty Payment Annual Report/Royalty Payment</div>

FIG. 119

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

*Contracts/Agreements
Module*

Add Action

Action Type	Termination Notice <input checked="" type="checkbox"/>	Expected Due Date	<input type="text"/>
Expected Amount	<input type="text"/>	Start of Period	<input type="text"/>
Expected Action	<input type="text"/>	End of Period	<input type="text"/>
Internal Contact	<input type="text"/>	External Contact	<input type="text"/>

Recurring Actions

Date	<input type="text"/>	Repeat	<input type="text"/>
------	----------------------	--------	----------------------

Comments:

<input type="text"/>

FIG. 120

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Contracts/Agreements Module</i>	<div><u>Add Action</u></div> <table border="1"><tr><td>Action Type</td><td>Termination Notice</td><td>Expected Due Date</td></tr><tr><td>Expected An</td><td>Termination Notice</td><td>Start of Period</td></tr><tr><td>Expected Ac</td><td>Extension Notice</td><td>End of Period</td></tr><tr><td>Internal Cont</td><td>Report REQ'T</td><td>External Contact</td></tr><tr><td></td><td>Payment REQ'T</td><td></td></tr><tr><td></td><td>Savings Due</td><td></td></tr><tr><td></td><td>Other</td><td></td></tr></table> <div><u>Recurring Actions</u></div> <table border="1"><tr><td>Date</td><td></td><td>Repeat</td></tr></table> <p>Comments:</p> <div></div> <div>Submit Cancel</div>	Action Type	Termination Notice	Expected Due Date	Expected An	Termination Notice	Start of Period	Expected Ac	Extension Notice	End of Period	Internal Cont	Report REQ'T	External Contact		Payment REQ'T			Savings Due			Other		Date		Repeat
Action Type	Termination Notice	Expected Due Date																							
Expected An	Termination Notice	Start of Period																							
Expected Ac	Extension Notice	End of Period																							
Internal Cont	Report REQ'T	External Contact																							
	Payment REQ'T																								
	Savings Due																								
	Other																								
Date		Repeat																							

FIG. 120A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

Contracts/Agreements Module

[Add Contract/Agreement](#)
[Search Contracts/Agreements](#)
[Contract Reports](#)
[View/Edit Contacts](#)

Search Contracts/Agreements

Agreement Name Agreement Number
 Agreement Type Project Number
 Product

Contract Summary

Exclusivity Form of Agreement
 Type of Revenue Unique T&C
 Frequency of Payments
 Description

FIG. 121

Description

Termination or Renewal Terms

Confidentiality Period

Effective Date

Termination/Renewal Date

Notice Date

Reason for Termination

BellSouth Business Units

BellSouth Business Unit

Royalty Percentage

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

Company Name

Type

Contact

Add Party

Remove Party

FIG. 122

Add Party Remove Party

IP Covered by License

IP Type	Name	Ref#

Add IP Remove IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Add Action Remove Action

Comments

Full Text File Search

Submit Cancel

FIG. 123

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Search Results</u>	
<u>Add Contract/Agreement</u>	<u>Agreement</u> <u>Agreement</u> <u>Project #</u> <u>Name</u> <u>Type</u> <u>Data4</u> <u>Data1</u> <u>Data3</u>
<u>Search Contracts/Agreements</u>	<u>Number</u> <u>Data2</u>
<u>Contract Reports</u>	
<u>View/Edit Contacts</u>	

FIG. 124

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Contracts/Agreements</u> <i>Module</i>	<u>Contract/Agreement</u>								
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>View/Edit Contacts</u>	<p>Agreement Name Name Agreement Number 12323</p> <p>Agreement Type Contract Project Number 1234</p> <p>Product Product</p>								
	<p><u>Contract Summary</u></p> <table border="1"> <tr> <td>Exclusivity Exclusive</td> <td>Form of Agreement Straight Use License</td> </tr> <tr> <td>Type of Revenue Cash</td> <td>Unique T&C Text</td> </tr> <tr> <td>Frequency of Payments Annual Report/Royalty Payment</td> <td></td> </tr> <tr> <td>Description A nice piece of IP</td> <td></td> </tr> </table> <p><u>Termination or Renewal Terms</u></p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>	Exclusivity Exclusive	Form of Agreement Straight Use License	Type of Revenue Cash	Unique T&C Text	Frequency of Payments Annual Report/Royalty Payment		Description A nice piece of IP	
Exclusivity Exclusive	Form of Agreement Straight Use License								
Type of Revenue Cash	Unique T&C Text								
Frequency of Payments Annual Report/Royalty Payment									
Description A nice piece of IP									
	<p>Confidentiality Period 2/14/2000 Notice Date 2/14/2000</p>								

FIG. 125

Confidentiality Period 2/14/2000	Notice Date 2/14/2000
Effective Date 2/14/2000	
Termination/Renewal Date 2/14/2000	Reason for Termination None

BellSouth Business Unit

BellSouth Business Unit	Royalty Percentage
Cellular	100

Parties to the Contract

Company Name	Type	Contact
Party	Remarking	Carter Pate

IP Covered by License

IP Type	Name	Ref #
Patent	Cell Phone	1234

Actions/Payments Due

FIG. 126

[illegible]

Actions/Payments Due

[illegible]

Comments

File Name

Comments

Edit

FIG. 127

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<p><u>Contracts/Agreements Module</u></p> <p> Add Contract/Agreement Search Contracts/Agreements Contract Reports View/Edit Contacts </p>	<p><u>Edit Contract/Agreement</u></p> <p> Agreement Name <input type="text"/> Agreement Number 12323 Agreement Type <input type="text"/> Project Number <input type="text"/> Product <input type="text"/> </p> <p><u>Contract Summary</u></p>
<p> <input type="text"/> Exclusivity <input type="text"/> Form of Agreement <input type="text"/> <input type="text"/> Type of Revenue <input type="text"/> Unique T&C <input type="text"/> <input type="text"/> Frequency of Payments <input type="text"/> <input type="text"/> Description <input type="text"/> </p> <p><u>Termination or Renewal Terms</u></p>	

FIG. 128

Termination or Renewal Terms

--

Confidentiality Period		Notice Date	
Effective Date			
Termination/Renewal Date		Reason for Termination	

BellSouth Business Units

BellSouth Business Unit	Royalty Percentage

Add BellSouth BU	Remove BellSouth BU
------------------	---------------------

Parties to the Contract

Company Name	Type	Contact

Add Party	Remove Party
-----------	--------------

IP Covered by License

FIG. 129

IP Covered by License

IP Type	Name	Ref #
---------	------	-------

Add Associated IP Remove Associated IP

Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Responsible Party	External Responsible Party	Comments
		<input type="text"/>							

Add Action Item Remove Action Item Add Internal Party Add External Party

Comments

FIG. 130

[illegible]

<u>Comments</u>	
<div></div>	
<div></div>	<div>Remove File</div>
<div>File to Attach</div>	<div>Browse...</div>
<div>File Name</div>	<div>Comments</div>
<div></div>	<div></div>
<div>Submit</div>	<div>Cancel</div>

FIG. 131

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contracts

<u>Contract/Agreements Module</u>	<u>Contracts Reports</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<p>Please select a report from the left menu bar.</p>

FIG. 132

Please select a report from the left menu bar.

Search
Contracts/Agreements
Contract Reports
Upcoming
Termination Report
Royalty/Reporting
Requirements By
Date
Contracts By
BellSouth Business
Unit
Financial Report By
Period
Financial Report By
BellSouth Business
Unit
Action Report
Party Report
View/Edit Contacts

FIG. 133

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> <input type="text"/>
<u>Search Contracts/Agreements</u>	<u>Period Covered By Report:</u>
<u>Contract Reports</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Upcoming Termination</u>	OR
<u>Report</u>	<u>Time Period</u> <input type="text"/>
<u>Royalty/Reporting Requirements</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Date</u>	
<u>Contracts By</u>	
<u>BellSouth</u>	
<u>Business Unit</u>	
<u>Financial Report</u>	
<u>By Period</u>	

FIG. 134

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<div> <div>Agreement Type</div> <div> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div> <div> <div>Contract</div> <div> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div> <div> <div>Internal Use</div> <div> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div> <div> <div>Marketing (External)</div> <div> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div> <div> <div>IPCO/Affiliates</div> <div> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div> <div> <div>All</div> <div> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div> <div> <div>.....</div> <div> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div>

FIG. 135

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>
<div data-bbox="532 1528 565 1852"><u>Add Contract/Agreement</u></div> <div data-bbox="613 1759 646 1852"><u>Search</u></div> <div data-bbox="646 1570 678 1852"><u>Contracts/Agreements</u></div> <div data-bbox="727 1633 760 1852"><u>Contract Reports</u></div> <div data-bbox="812 1621 844 1759"><u>Upcoming</u></div> <div data-bbox="868 1600 901 1759"><u>Termination</u></div> <div data-bbox="925 1663 958 1759"><u>Report</u></div> <div data-bbox="982 1528 1015 1759"><u>Royalty/Reporting</u></div> <div data-bbox="1039 1537 1071 1759"><u>Requirements By</u></div> <div data-bbox="1096 1696 1128 1759"><u>Date</u></div> <div data-bbox="1144 1591 1177 1759"><u>Contracts By</u></div> <div data-bbox="1201 1633 1234 1759"><u>BellSouth</u></div> <div data-bbox="1258 1579 1291 1759"><u>Business Unit</u></div> <div data-bbox="1315 1549 1347 1759"><u>Financial Report</u></div> <div data-bbox="1372 1633 1404 1759"><u>By Period</u></div>	<div data-bbox="581 1234 613 1474">Agreement Type</div> <div data-bbox="620 1138 669 1474"> <input type="text"/> </div> <div data-bbox="685 1066 717 1474">Period Covered By Report:</div> <div data-bbox="743 1423 776 1474">Start Date</div> <div data-bbox="734 991 782 1318"> <input type="text"/> </div> <div data-bbox="743 844 776 991">End Date</div> <div data-bbox="792 1423 824 1474">OR</div> <div data-bbox="847 1285 880 1474">Time Period</div> <div data-bbox="841 1033 889 1264"> <input type="text"/> </div> <div data-bbox="945 1369 977 1444">Search</div> <div data-bbox="945 1264 977 1327">Cal</div> <div data-bbox="928 1075 961 1264">Next 30 Days</div> <div data-bbox="961 1075 993 1264">Next 60 Days</div> <div data-bbox="993 1129 1026 1264">Next Year</div>

FIG. 136

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u>	<u>Effective</u>
<u>Search</u>	<u>Date</u>
<u>Contracts/Agreements</u>	<u>Notice</u>
<u>Contract Reports</u>	<u>Date</u>
<u>Upcoming</u>	<u>Termination</u>
<u>Termination Report</u>	<u>Date</u>
<u>Royalty/Reporting</u>	<u>Contract</u>
<u>Requirements By</u>	<u>Name</u>
<u>Date</u>	<u>Data3</u>
<u>Contracts By</u>	<u>Data4</u>
<u>BellSouth Business</u>	<u>Contract #</u>
<u>Unit</u>	<u>Data5</u>
<u>Financial Report By</u>	<u>Customer</u>
<u>Period</u>	<u>Data6</u>

FIG. 137

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements</u> <i>Module</i>	<u>Royalty/Reporting Requirements By Date Report</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<div> <div>Agreement Type <input type="text"/></div> <div>Period Covered By Report:</div> <div> <div>Start Date <input type="text"/></div> <div>OR</div> <div>Time Period <input type="text"/></div> </div> <div>End Date <input type="text"/></div> </div> <div> <div>Search</div> <div>Cancel</div> </div>

FIG. 138

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Royalty/Reporting Requirements By Date Report</u>																												
<u>Add Contract/Agreement</u>																													
<u>Search Contracts/Agreements</u>																													
<u>Contract Reports</u>																													
<u>Upcoming Termination Report</u>																													
<u>Royalty/Reporting Requirements By Date</u>																													
<u>Contracts By</u>																													
<u>BellSouth Business</u>																													
<u>Unit</u>																													
<u>Financial Report By</u>																													
<u>Period</u>																													
<u>Financial Report By</u>																													
<u>BellSouth Business</u>																													
<u>Unit</u>																													
	<table><tr><td><u>Expected</u></td><td><u>Actual</u></td><td><u>Action</u></td><td><u>Expected</u></td><td><u>Actual</u></td><td><u>Expected</u></td><td><u>Actual</u></td></tr><tr><td><u>Contract</u></td><td><u>Action</u></td><td><u>Due</u></td><td><u>Action</u></td><td><u>Type</u></td><td><u>Amount</u></td><td><u>Action</u></td></tr><tr><td><u>Name</u></td><td><u>Date</u></td><td><u>Date</u></td><td><u>Date</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr><tr><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr></table>	<u>Expected</u>	<u>Actual</u>	<u>Action</u>	<u>Expected</u>	<u>Actual</u>	<u>Expected</u>	<u>Actual</u>	<u>Contract</u>	<u>Action</u>	<u>Due</u>	<u>Action</u>	<u>Type</u>	<u>Amount</u>	<u>Action</u>	<u>Name</u>	<u>Date</u>	<u>Date</u>	<u>Date</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
<u>Expected</u>	<u>Actual</u>	<u>Action</u>	<u>Expected</u>	<u>Actual</u>	<u>Expected</u>	<u>Actual</u>																							
<u>Contract</u>	<u>Action</u>	<u>Due</u>	<u>Action</u>	<u>Type</u>	<u>Amount</u>	<u>Action</u>																							
<u>Name</u>	<u>Date</u>	<u>Date</u>	<u>Date</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>																							
<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>																							

FIG. 139

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	<div> <div>Agreement Type</div> <div>BellSouth Business Unit</div> </div>
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	
<u>Royalty/Reporting Requirements By Date</u>	
<u>Contracts By BellSouth Business Unit</u>	<div> <div>Start Date</div> <div>End Date</div> </div>
<u>Financial Report By Period</u>	OR
<u>Financial Report By BellSouth Business Unit</u>	<div> <div>Time Period</div> <div>Search</div> <div>Cancel</div> </div>
<u>Action Report</u>	

FIG. 140

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	Period Covered By Report: Date Report Run:
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	BellSouth Business Unit Effective Termination Unit Date Parties Date Data
<u>Royalty/Reporting Requirements By Date</u>	
<u>Contracts By BellSouth Business Unit</u>	
<u>Financial Report By Period</u>	
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 141

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Financial Report By Period</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<u>Agreement Type</u> <input type="text"/> <u>Period Covered By Report:</u> <u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/> OR <u>Time Period</u> <input type="text"/> <input type="button" value="v"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 142

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement</u> <u>Module</u>	<u>Financial Report By Period</u>
<u>Add Contract/Agreement</u>	<u>Period Covered By Report:</u> <u>Date Report Run:</u>
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	<div> <u>Contract</u> <u>Name</u> Data </div> <div> <u>BellSouth</u> <u>Business</u> <u>Unit</u> Data </div> <div> <u>Parties</u> Data </div> <div> <u>Amount</u> <u>Due</u> Data </div> <div> <u>Date Due</u> Data </div> <div> <u>External</u> <u>Contact</u> Data </div>
<u>Upcoming Termination</u> <u>Report</u>	
<u>Royalty/Reporting</u> <u>Requirements By Date</u>	
<u>Contracts By BellSouth</u> <u>Business Unit</u>	
<u>Financial Report By</u> <u>Period</u>	
<u>Financial Report By</u> <u>BellSouth Business</u>	
<u>Unit</u> <u>Action Report</u>	

FIG. 143

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Financial Report By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	Agreement Type <input type="text"/> BellSouth BU <input type="text"/>
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	<u>Period Covered By Report:</u>
<u>Royalty/Reporting Requirements By Date</u>	Start Date <input type="text"/> End Date <input type="text"/>
<u>Contracts By BellSouth Business Unit</u>	OR
<u>Financial Report By Period</u>	Time Period <input type="text"/>
<u>Financial Report By BellSouth Business Unit</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Action Report</u>	
<u>Party Report</u>	

FIG. 144

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By BellSouth Business Unit</u>												
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>	<p>Period Covered By Report: Date Report Run:</p> <table><tr><td><u>BellSouth Business Unit</u></td><td><u>Agreement Name</u></td><td><u>Expected Amount</u></td><td><u>Actual Amount</u></td><td><u>Date Due</u></td><td><u>External Contact</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Date Due</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data
<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Date Due</u>	<u>External Contact</u>								
Data	Data	Data	Data	Data	Data								

FIG. 145

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

<u>Contract/Agreement Module</u>	<u>Action Report</u>
Add Contract/Agreement	Agreement Type . <input type="text"/>
Search Contracts/Agreements	Action Type . <input type="text"/>
Contract Reports	Period Covered By Report:
Upcoming Termination Report	Start Date <input type="text"/> End Date <input type="text"/>
Royalty/Reporting Requirements By Date	OR Time Period . <input type="text"/>
Contracts By BellSouth Business Unit	Sort By:
Financial Report By Period	Sort 1: . <input type="text"/>
Financial Report By BellSouth Business Unit	Sort 2: . <input type="text"/>
Unit	Sort 3: . <input type="text"/>
Action Report	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 146

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

<u>Contract/Agreement Module</u>	<u>Action Report</u>
Add Contract/Agreement	Agreement Type . <input type="text"/>
Search Contracts/Agreements	Action Type . <input type="text"/>
Contract Reports	Period Covered By Report:
Upcoming Termination Report	Start Date <input type="text"/> End Date <input type="text"/>
Royalty/Reporting	OR
Requirements By Date	Time Period . <input type="text"/>
Contracts By BellSouth	Sort By:
Business Unit	Sort 1: Internal Responsible Party <input type="text"/>
Financial Report By	Sort 2: External Responsible Party <input type="text"/>
Period	Sort 3: . <input type="text"/>
Financial Report By	Internal Responsible Party <input type="text"/>
BellSouth Business	External Responsible Party <input type="text"/>
Unit	Due Date <input type="text"/>
Action Report	Contract Name <input type="text"/>
Past Report	Search <input type="text"/>

FIG. 147

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	<u>Period Covered By Report:</u> <u>Date Report Run:</u>
<u>Search</u>	
<u>Contracts/Agreements</u>	
<u>Contract Reports</u>	<u>Expected Agreement</u> <u>Action</u> <u>Expected</u> <u>Expected</u> <u>Internal</u> <u>External</u> <u>Due Date</u> <u>Name</u> <u>Type</u> <u>Action</u> <u>Amount</u> <u>Contact</u> <u>Contact</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Upcoming</u>	
<u>Termination</u>	
<u>Report</u>	
<u>Royalty/Reporting</u>	
<u>Requirements By</u>	
<u>Date</u>	
<u>Contracts By</u>	
<u>BellSouth</u>	
<u>Business Unit</u>	
<u>Financial Report</u>	
<u>By Period</u>	

FIG. 148

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#)
[Inventory](#) [Inventory](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)

Contract/Agreements Module	Party Report
Add Contract/Agreement Search Contracts/Agreements Contract Reports Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By Period	<div> Agreement Type <input type="text"/> Parties <input type="text"/> Add Party </div> <div> Period Covered By Report: </div> <div> Start Date <input type="text"/> End Date <input type="text"/> </div> <div> OR </div> <div> Time Period <input type="text"/> </div> <div> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div>

FIG. 149

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreements Module</u>	<u>Party Report</u>
<u>Add Contract/Agreement</u>	<u>Period Covered By Report:</u> <u>Date Report Run:</u>
<u>Search</u>	
<u>Contracts/Agreements</u>	
<u>Contract Reports</u>	<u>Parties</u> <u>Agreement Name</u> <u>BellSouth Business Unit</u> <u>Amount Due</u> <u>Date Due</u> <u>External Contact</u>
<u>Upcoming</u>	<u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Termination Report</u>	
<u>Royalty/Reporting</u>	
<u>Requirements By</u>	
<u>Date</u>	
<u>Contracts By</u>	
<u>BellSouth Business</u>	
<u>Unit</u>	
<u>Financial Report By</u>	
<u>Period</u>	

FIG. 150

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Searching/Reporting Module</u>	
<p>Contract Reports</p> <p><u>Upcoming Termination Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By Date</u></p> <p><u>Contracts By BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report By Period</u></p> <p><u>Financial Report By BellSouth</u></p> <p><u>Entity</u></p> <p><u>Action Report</u></p> <p><u>Party Report</u></p> <p>Standard Project Reports</p> <p><u>Top Deals</u></p> <p><u>Customer Report</u></p> <p><u>Remarketing Report</u></p> <p><u>Status Level Report</u></p> <p><u>BellSouth Entity Report</u></p>	<p><u>Cross Module Searching</u></p>

FIG. 151

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Reporting Module</i>	<u>Cross Module Searching</u>
<u>Contract Reports</u>	<u>Output Display:</u>
<u>Upcoming</u>	Item1 <input type="text"/>
<u>Termination</u>	Item2 <input type="text"/>
<u>Report</u>	Item3 <input type="text"/>
<u>Royalty/Reporting</u>	Item4 <input type="text"/>
<u>Requirements By</u>	Item5 <input type="text"/>
<u>Date</u>	
<u>Contracts By</u>	<u>Where:</u>
<u>BellSouth Entity</u>	<input type="text"/> Criteria 1 <input type="text"/> = <input type="text"/>
<u>Report</u>	<input type="text"/> Criteria 2 <input type="text"/> = <input type="text"/>
<u>Financial Report</u>	<input type="text"/> Operator and <input type="text"/>
<u>By Period</u>	
<u>Financial Report</u>	
<u>By BellSouth</u>	
<u>Entity</u>	
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 152

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<p><u>Reporting Module</u></p> <p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p> <p><u>Financial Report</u></p> <p><u>By BellSouth</u></p> <p><u>Entity</u></p>	<p><u>Cross Module Searching</u></p> <p><u>Output Display:</u></p> <div> <div>Item1</div> <div>Patents</div> </div> <div> <div>Item2</div> <div>Trademarks</div> </div> <div> <div>Item3</div> <div>Trade Secrets</div> </div> <div> <div>Item4</div> <div>Copyrights</div> </div> <div> <div>Item5</div> <div>.</div> </div> <div> <div>Where:</div> <div> <div>Patents</div> <div>Trademarks</div> <div>Trade Secrets</div> <div>Copyrights</div> <div>Products</div> <div>Marketing Opportunities</div> <div>Contracts</div> </div> </div> <div> <div>Operator</div> <div></div> </div> <div> <div>Search</div> <div>Cancel</div> </div>
---	---

FIG. 153

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>	<u>Cross Module Searching</u>	
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>	<u>Output Display:</u> Item1 Patents Item2 Trademarks Item3 Trade Secrets Item4 Copyrights Item5 Products <u>Where:</u>	<div> <div>Patent App#</div> <div>Patent Docket #</div> <div>Trademark Name</div> <div>Trademark Application #</div> <div>Trademark Docket #</div> <div>Trade Secret Name</div> <div>Copyright Name</div> <div>BellSouth Entity</div> <div>Product Name</div> <div>BellSouth Business Unit</div> </div> <div> <div>Criteria 1</div> <div>Criteria 2</div> </div> <div> <div>Operator and</div> <div>Criteria 1</div> <div>Criteria 2</div> </div> <div> <div>Search</div> <div>Cancel</div> </div>

FIG. 154

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<u>Output Display:</u> Item1 Patents Item2 Trademarks Item3 Trade Secrets Item4 Copyrights Item5 Products <u>Where:</u> <div> <div>Criteria 1</div> <div>Criteria 2</div> </div> <div>Operator and</div> <div> <div>BellSouth Business Unit</div> <div></div> </div>	

Search

Cancel

FIG. 155

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>	<u>Cross Module Searching</u>
<u>Contract Reports</u>	<u>Marketing</u>
<u>Upcoming Termination Report</u>	<u>Name</u>
<u>Royalty/Reporting Requirements By Date</u>	<u>Customer</u>
<u>Contracts By BellSouth Entity Report</u>	<u>Data</u>
<u>Financial Report By Period</u>	<u>Contracts</u>
<u>Financial Report By BellSouth Entity</u>	<u>Name</u>
<u>Action Report</u>	<u>Parties</u>
<u>Party Report</u>	<u>Data</u>
<u>Standard Project Reports</u>	
<u>Top Deals</u>	

FIG. 156

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Inventory

Product

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

View/Edit

Contacts

View/Edit Contact

Search for Contact

Add Contact

FIG. 157

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Create Contacts View/Edit Contacts	<u>Search for Contacts</u>			
	Company Name <input type="text"/>			
	BellSouth Sub-entity <input type="text"/>			
	Type	<input type="text" value="N/A"/>		
<u>Events</u>				
	<input type="text"/>	<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Add Event"/>		<input type="button" value="Remove Event"/>		
<u>Contacts</u>				

FIG. 158

<u>Contacts</u>			
<u>Name</u>	<u>Title</u>	<u>Country</u>	
<u>Address1</u>	<u>Address2</u>	<u>City</u>	
<u>State</u>	<u>Zip</u>	<u>Phone</u>	

<u>Individual Contact Events</u>			
<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>	

FIG. 159

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Search for Contacts</u>			
<u>Create Contacts</u> <u>View/Edit</u> <u>Contacts</u>	<u>Company Name</u>	<u>BellSouth Sub-entity</u>	<u>Type</u>
	<u>Data</u>	<u>Data</u>	<u>Data</u>
		<u>Name</u>	<u>Title</u>
		<u>Data</u>	<u>Phone</u>
			<u>Data</u>

FIG. 160

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

Create Contacts View/Edit Contacts		View/Edit Individual Contact							
Name Carter Pate Title Associate Country USA Address1 123 Smith Ave. Address2 City New York State NJ Zip 07000 Phone 201-596-8000									
Individual Contact Events									
<table border="1"> <tr> <td>Date</td> <td>Comments</td> <td>Attached Files</td> </tr> <tr> <td>2/20/2000</td> <td>Meeting with Tom</td> <td>presentation.doc</td> </tr> </table>		Date	Comments	Attached Files	2/20/2000	Meeting with Tom	presentation.doc		
Date	Comments	Attached Files							
2/20/2000	Meeting with Tom	presentation.doc							
Edit									

FIG. 161

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Create Contacts</u> <u>View/Edit</u> <u>Contacts</u>	<u>Add/Edit Individual Contact</u>			
	<u>Name</u> <input type="text"/>	<u>Title</u> <input type="text"/>	<u>Country</u> <input type="text"/>	
	<u>Address1</u> <input type="text"/>	<u>Address2</u> <input type="text"/>	<u>City</u> <input type="text"/>	
	<u>State</u> <input type="text"/>	<u>Zip</u> <input type="text"/>	<u>Phone</u> <input type="text"/>	
	<u>Individual Contact Events</u>			
	<u>Date</u> <input type="text"/>	<u>Comments</u> <input type="text"/>	<u>Attached Files</u> <input type="text"/>	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	<input type="button" value="Add Event"/>		<input type="button" value="Remove Event"/>	
	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>			

FIG. 162

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

View Contact	
Company Name Company Name	
BellSouth Sub-entity Entity	
Type IP Group	
Events	
Date	Comments
	Attached Files
Contacts	
Name Title Address1 Address2 City State Country Zip Phone Comments	
Edit	

FIG. 163

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Create Contacts</u>		<u>Add/Edit Contact</u>							
<u>View/Edit Contacts</u>		Company Name <input type="text"/>							
		BellSouth Sub-entity <input type="text"/>							
		Type <input type="text"/> IP Group <input type="text"/>							
		<u>Events</u>							
		<table border="1"><tr><td><u>Date</u></td><td><u>Comments</u></td><td><u>Attached Files</u></td></tr><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table>		<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>							
<input type="text"/>	<input type="text"/>	<input type="text"/>							
		<table border="1"><tr><td><input type="button" value="Add Event"/></td><td><input type="button" value="Remove Event"/></td></tr></table>		<input type="button" value="Add Event"/>	<input type="button" value="Remove Event"/>				
<input type="button" value="Add Event"/>	<input type="button" value="Remove Event"/>								
		<u>Contacts</u>							

FIG. 164

<u>Contacts</u>									
<u>Name</u>	<u>Title</u>	<u>Address1</u>	<u>Address2</u>	<u>City</u>	<u>State</u>	<u>Country</u>	<u>Zip</u>	<u>Phone</u>	<u>Comments</u>
<input type="button" value="Add Contact"/>		<input type="button" value="Remove Contact"/>							
<input type="button" value="Submit"/>		<input type="button" value="Cancel"/>							

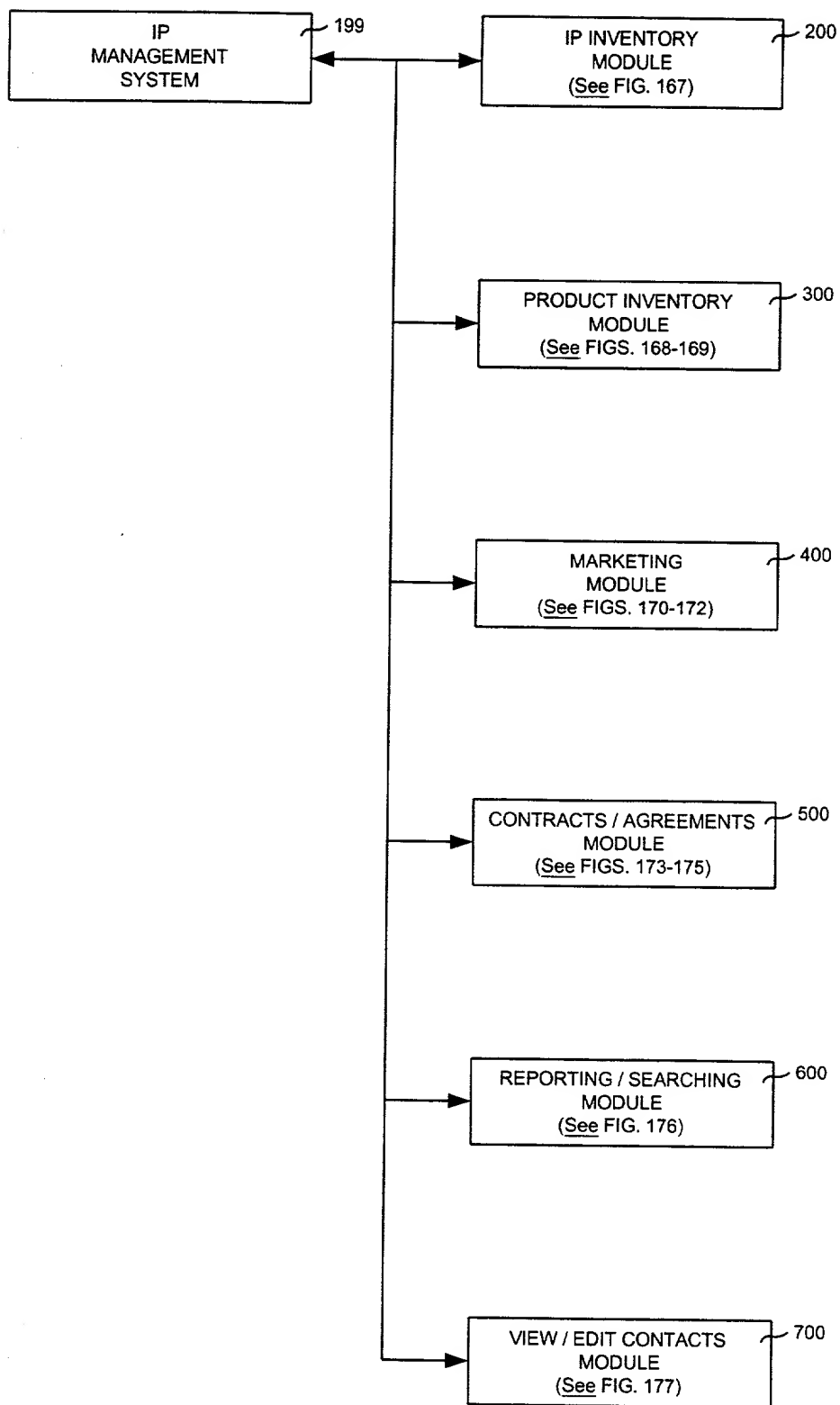


FIG. 166

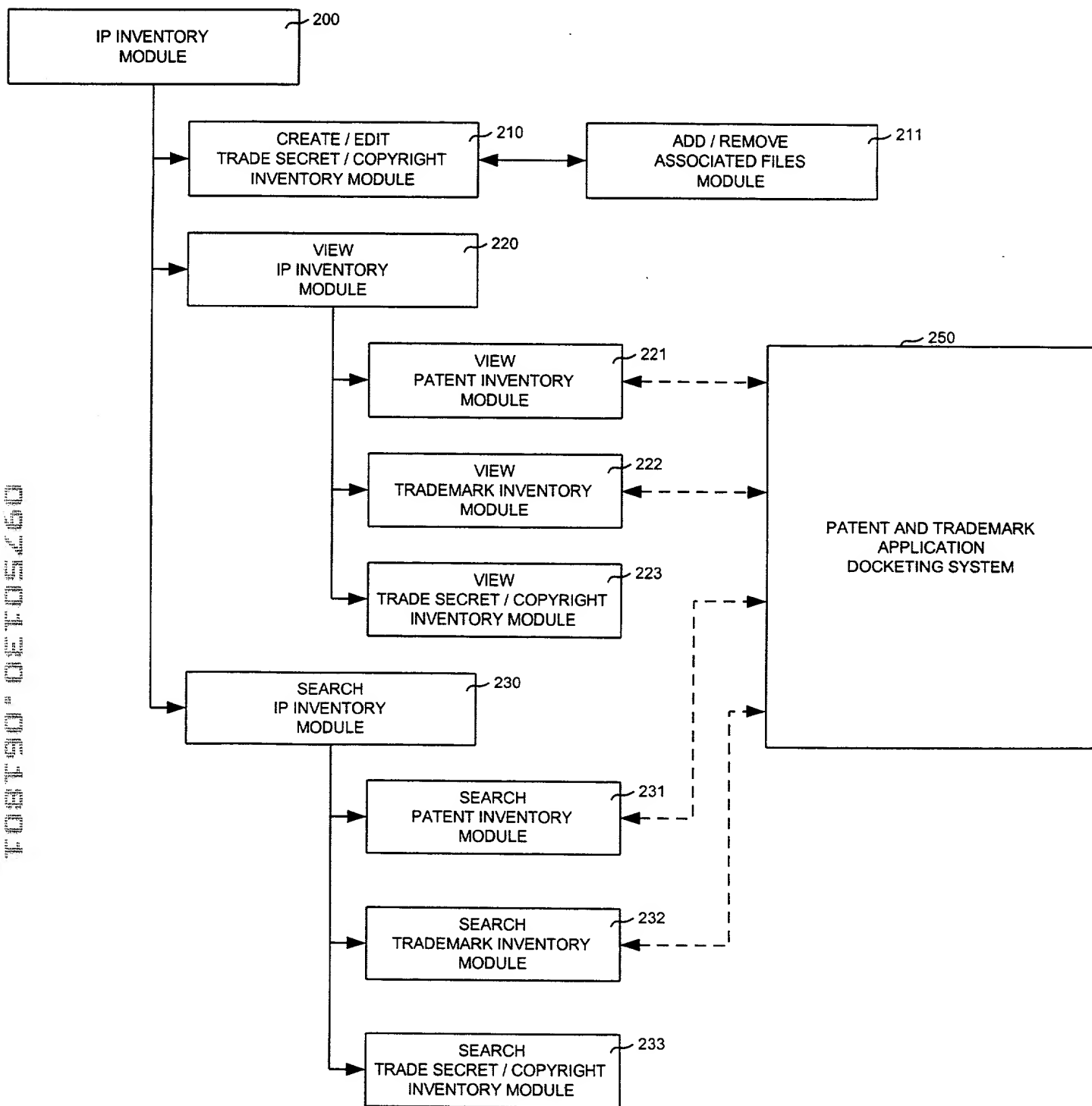


FIG. 167

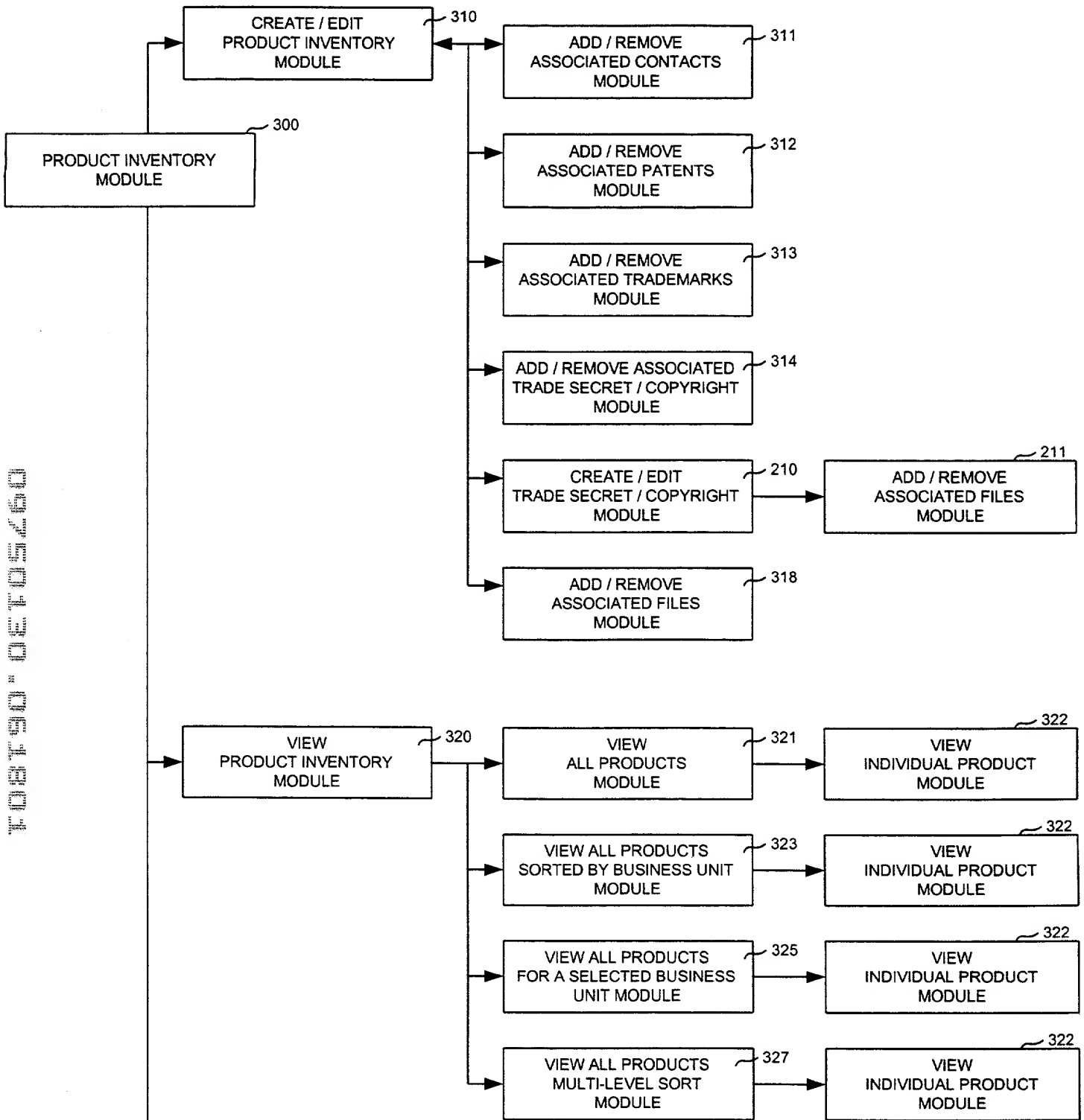


FIG. 168 □ 168A

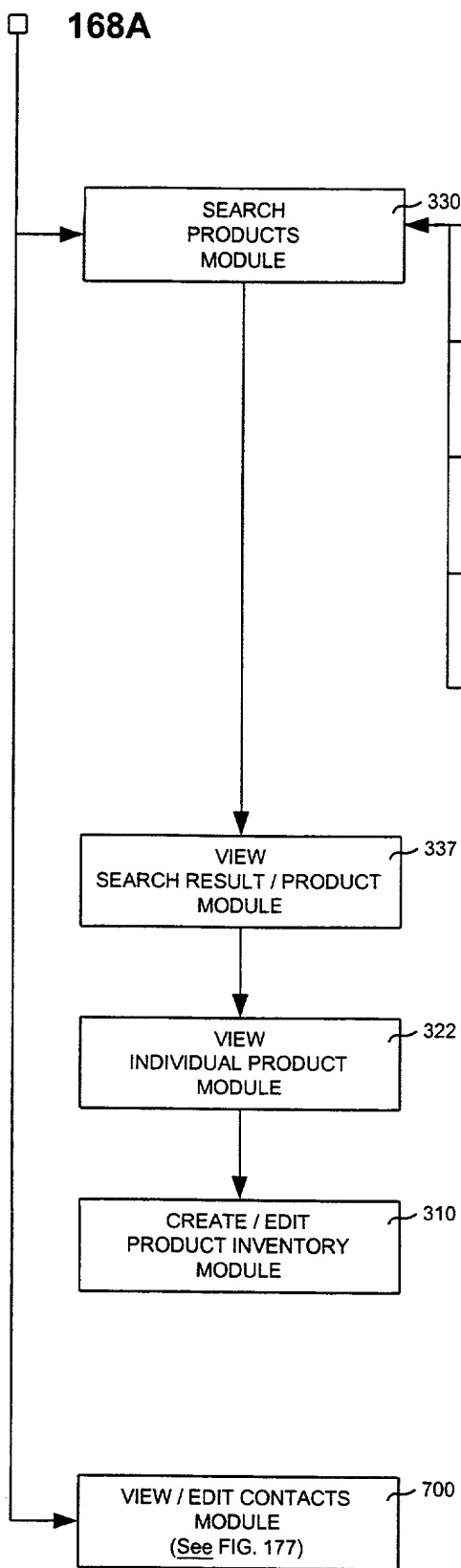
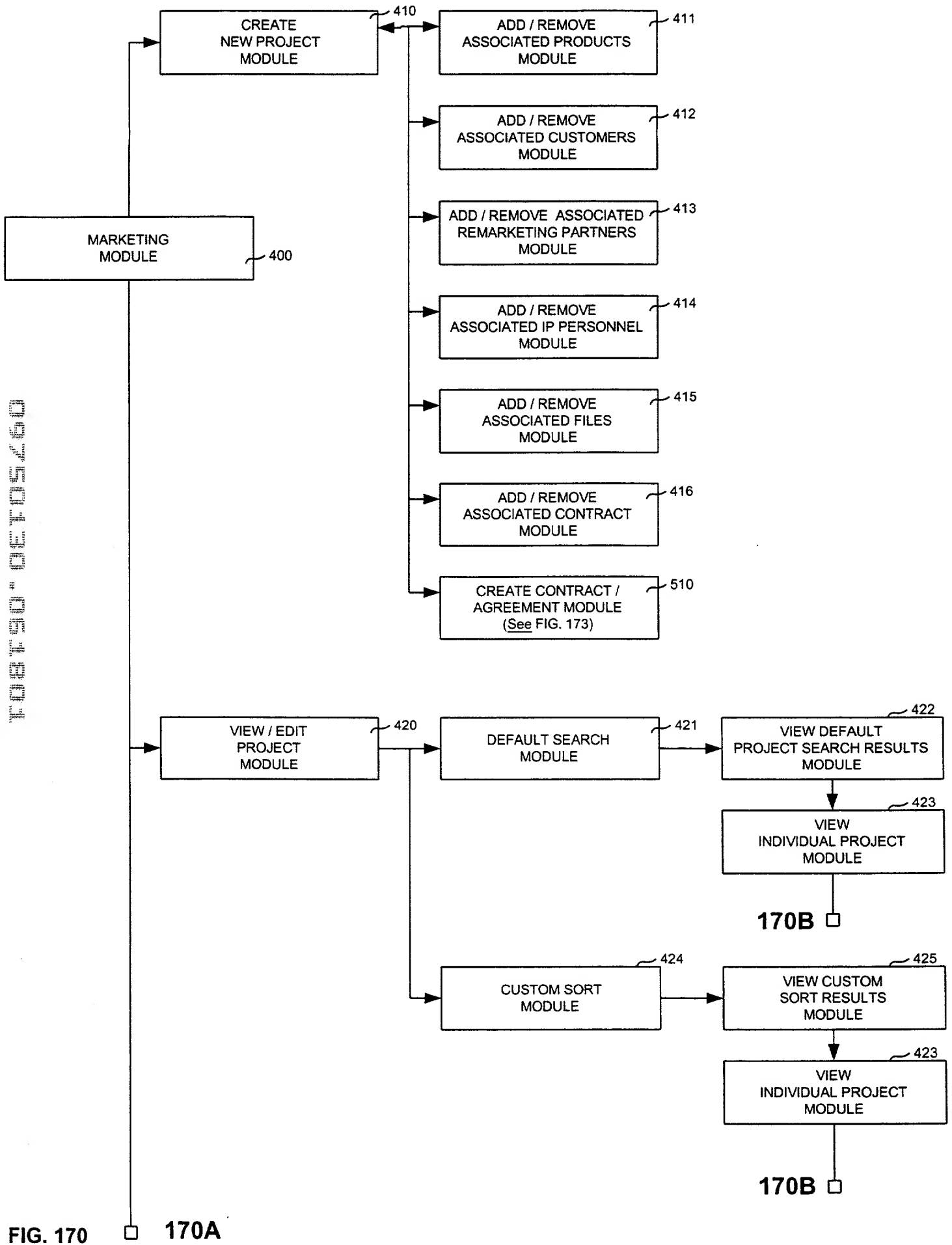


FIG. 169



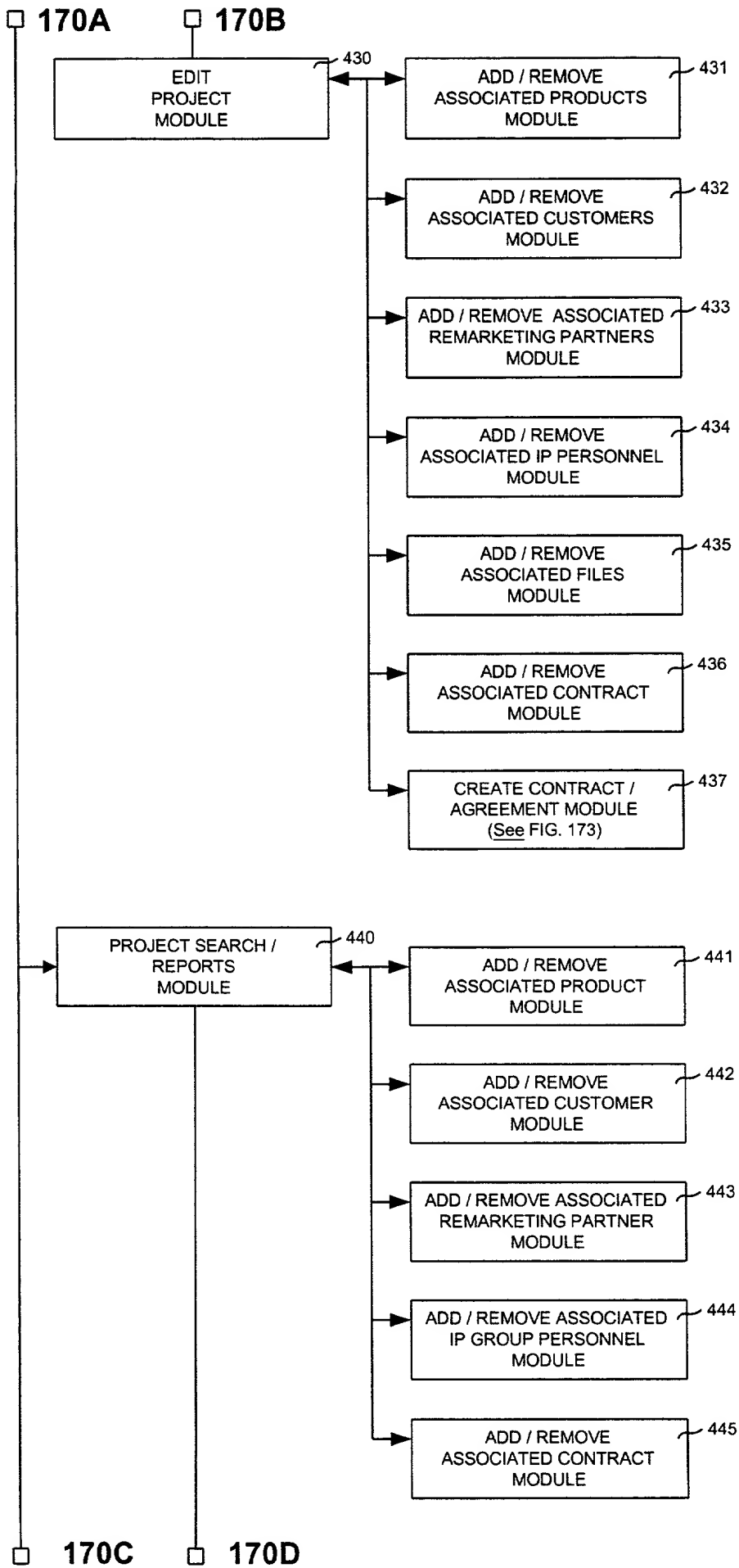


FIG. 171

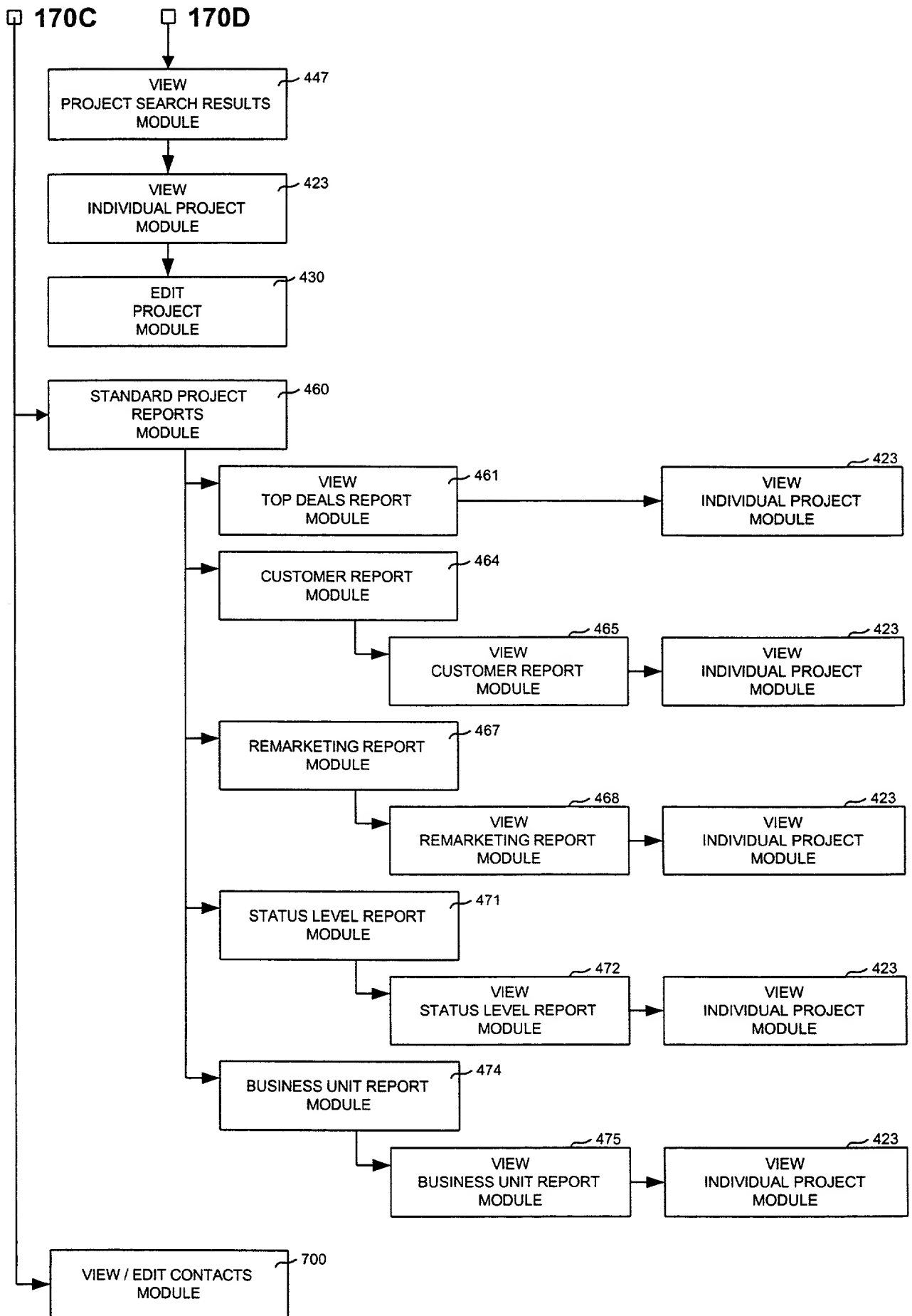
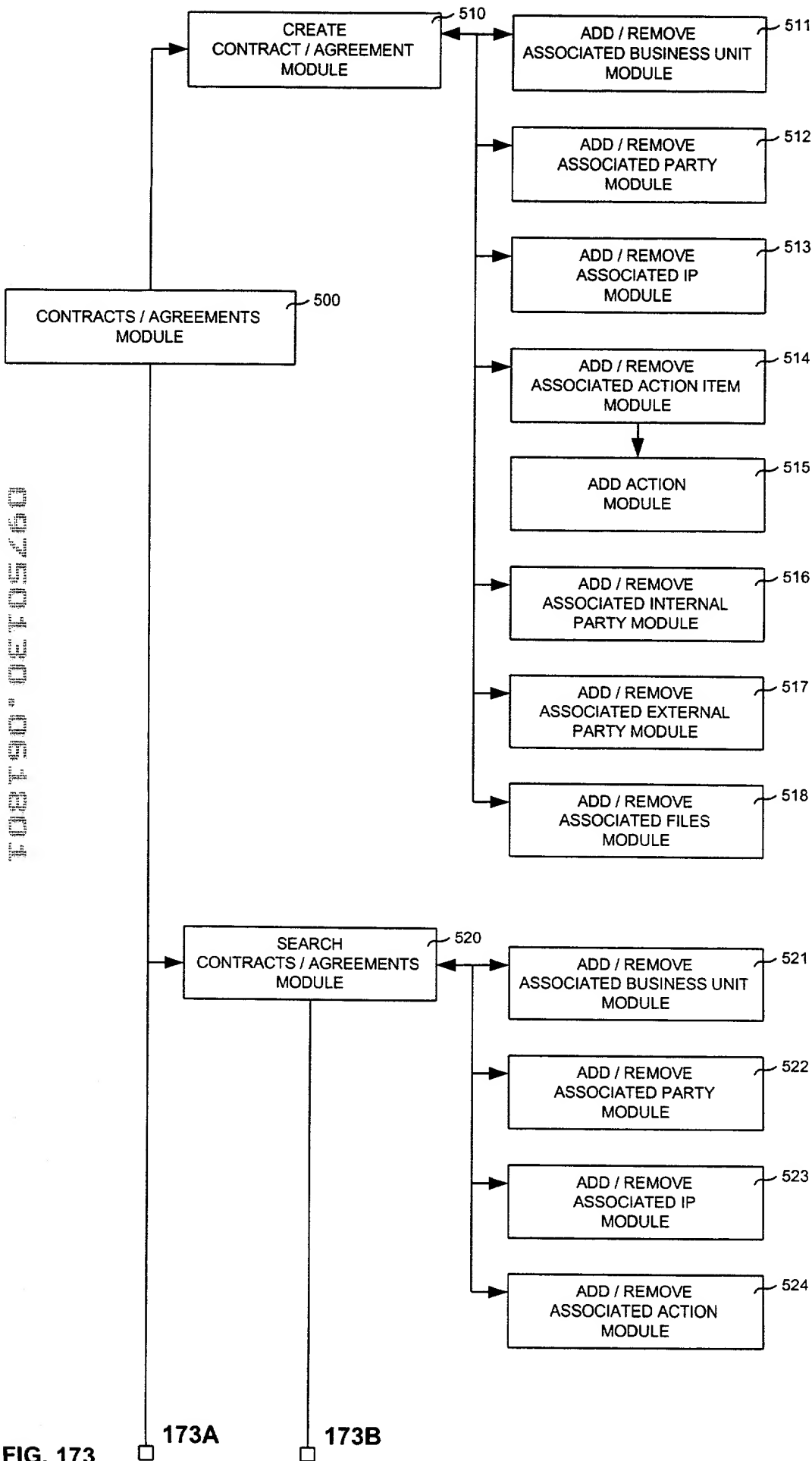


FIG. 172

FIG. 173



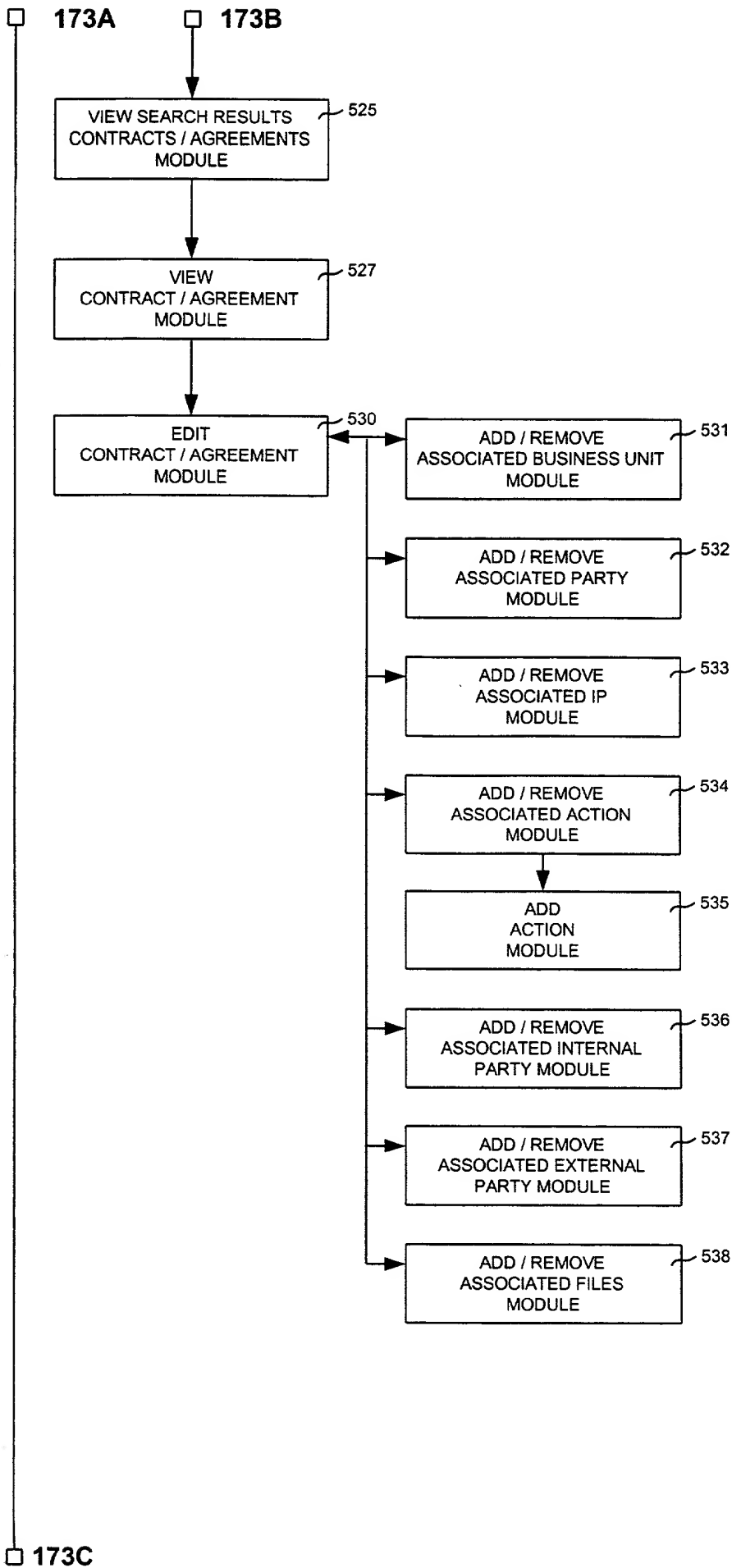


FIG. 174

FIG. 175

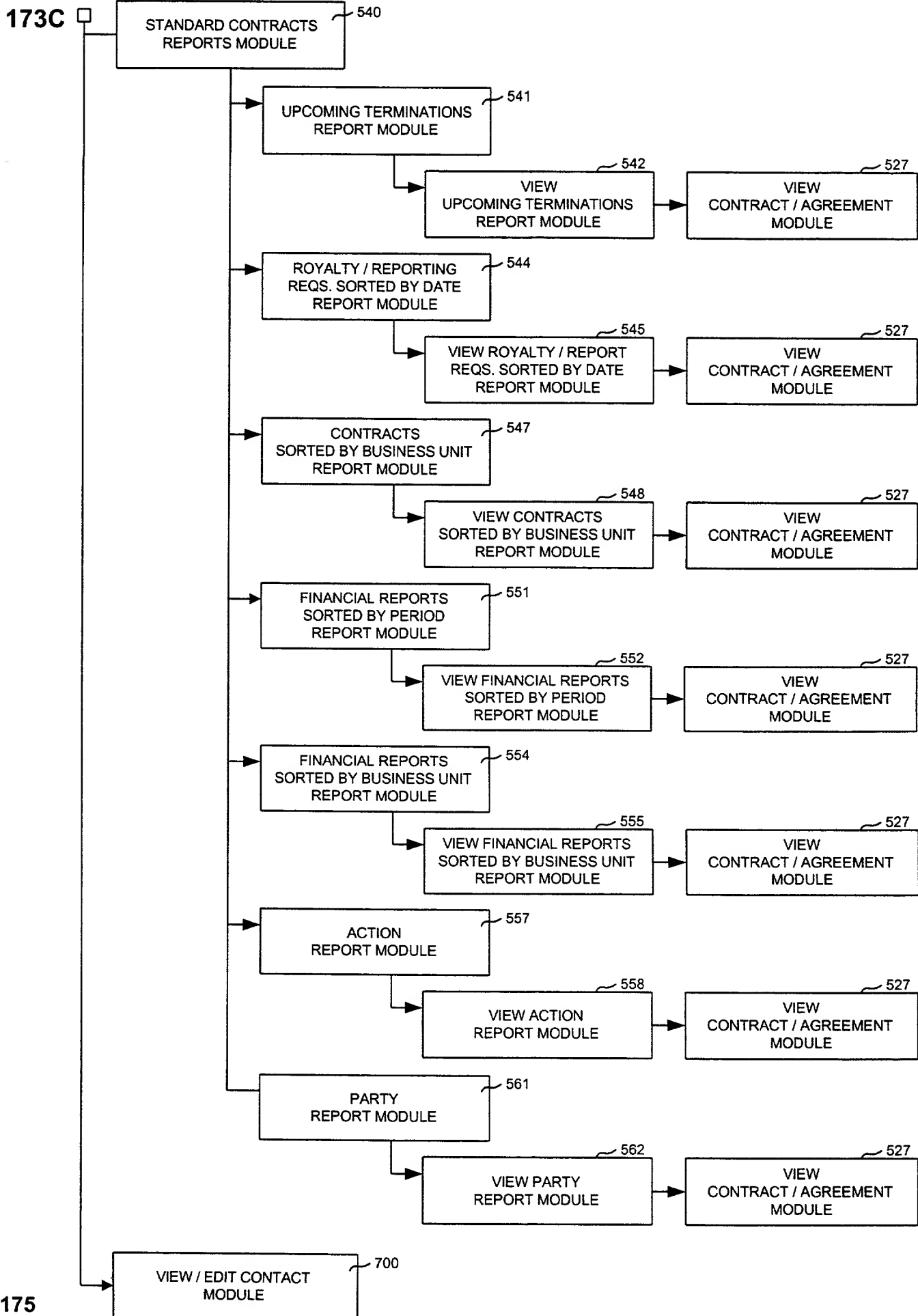


FIG. 175

FIG. 176

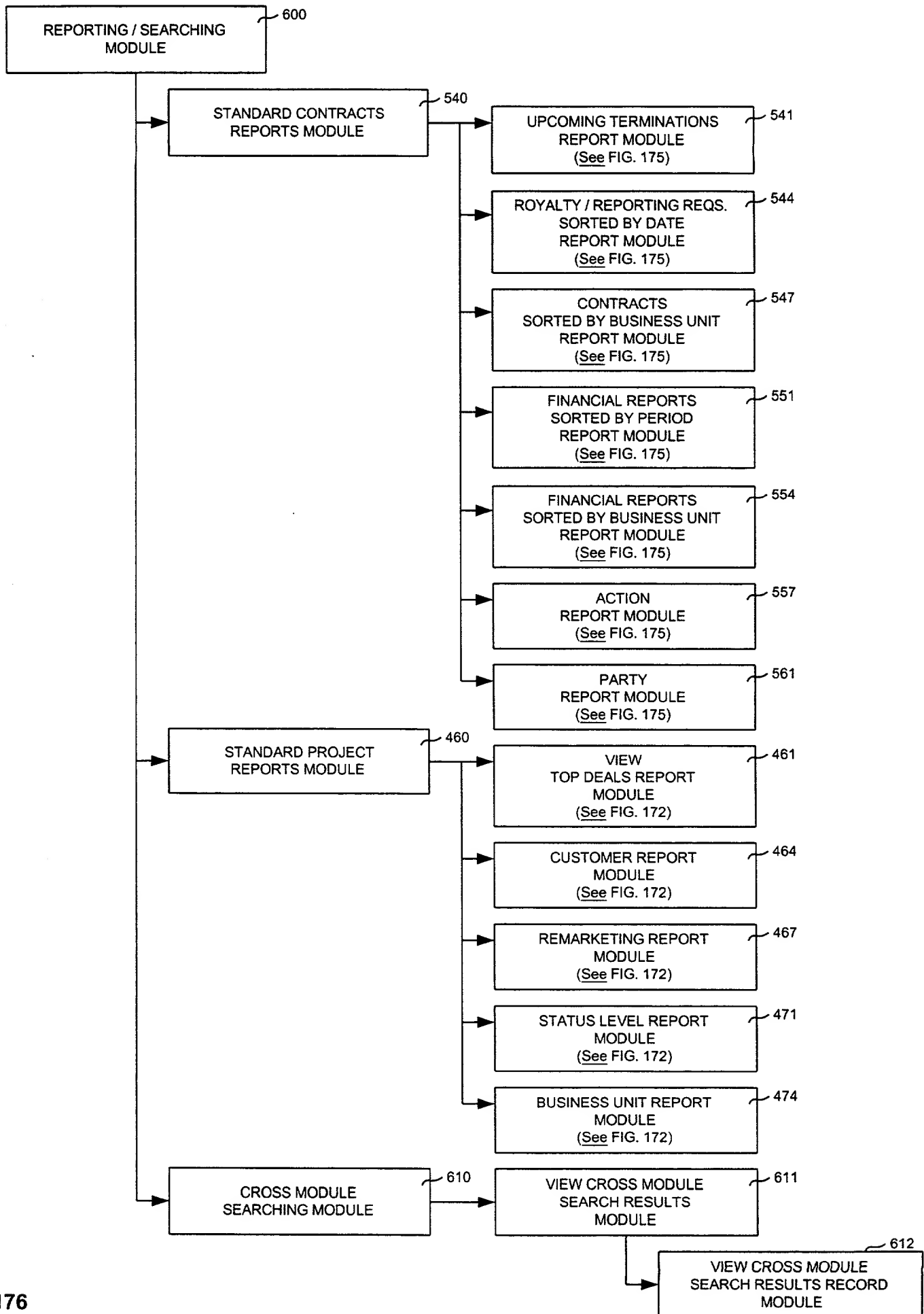


FIG. 176

FIG. 177

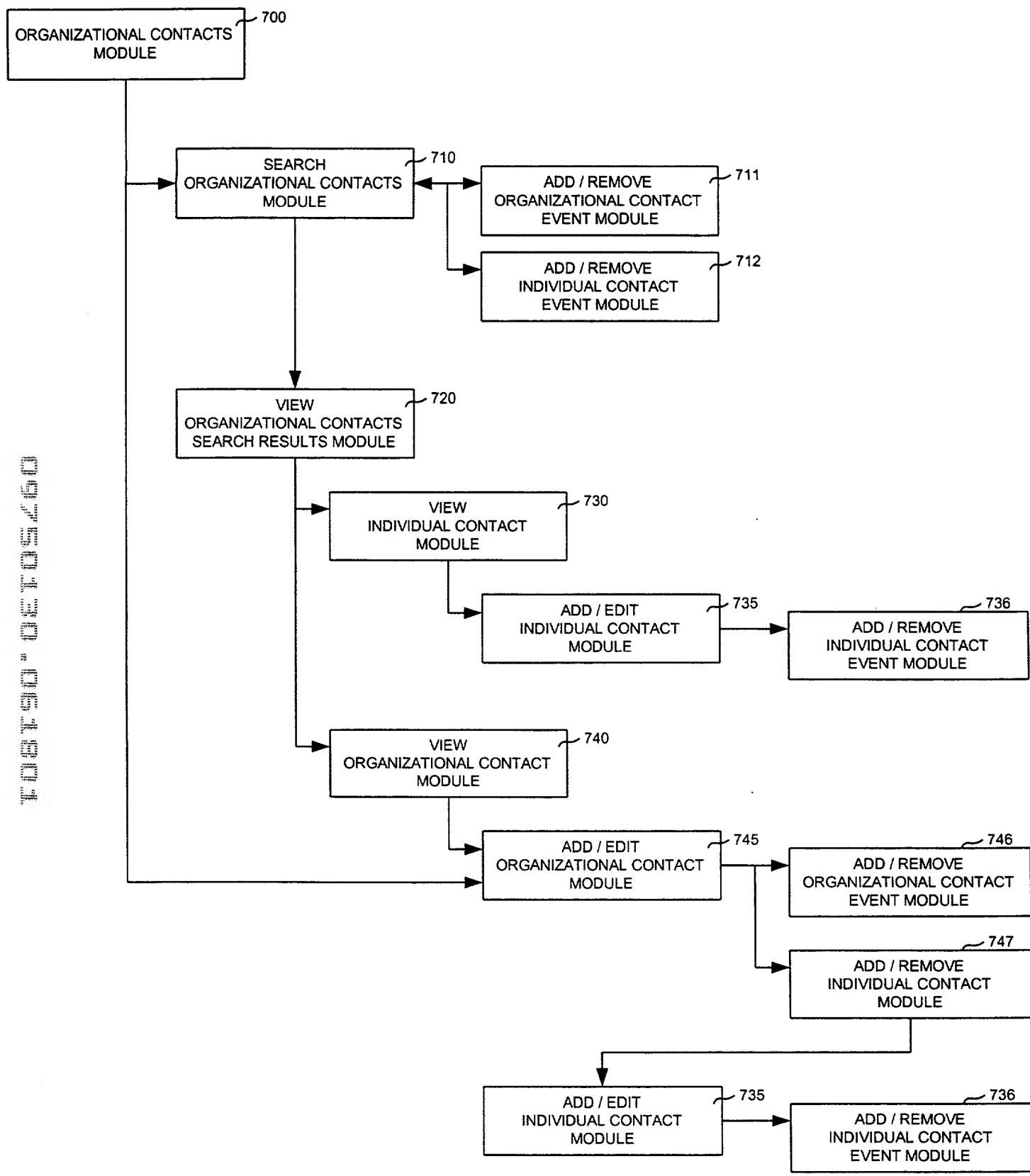


FIG. 177

09750130.061801
105790" OCT 05 260

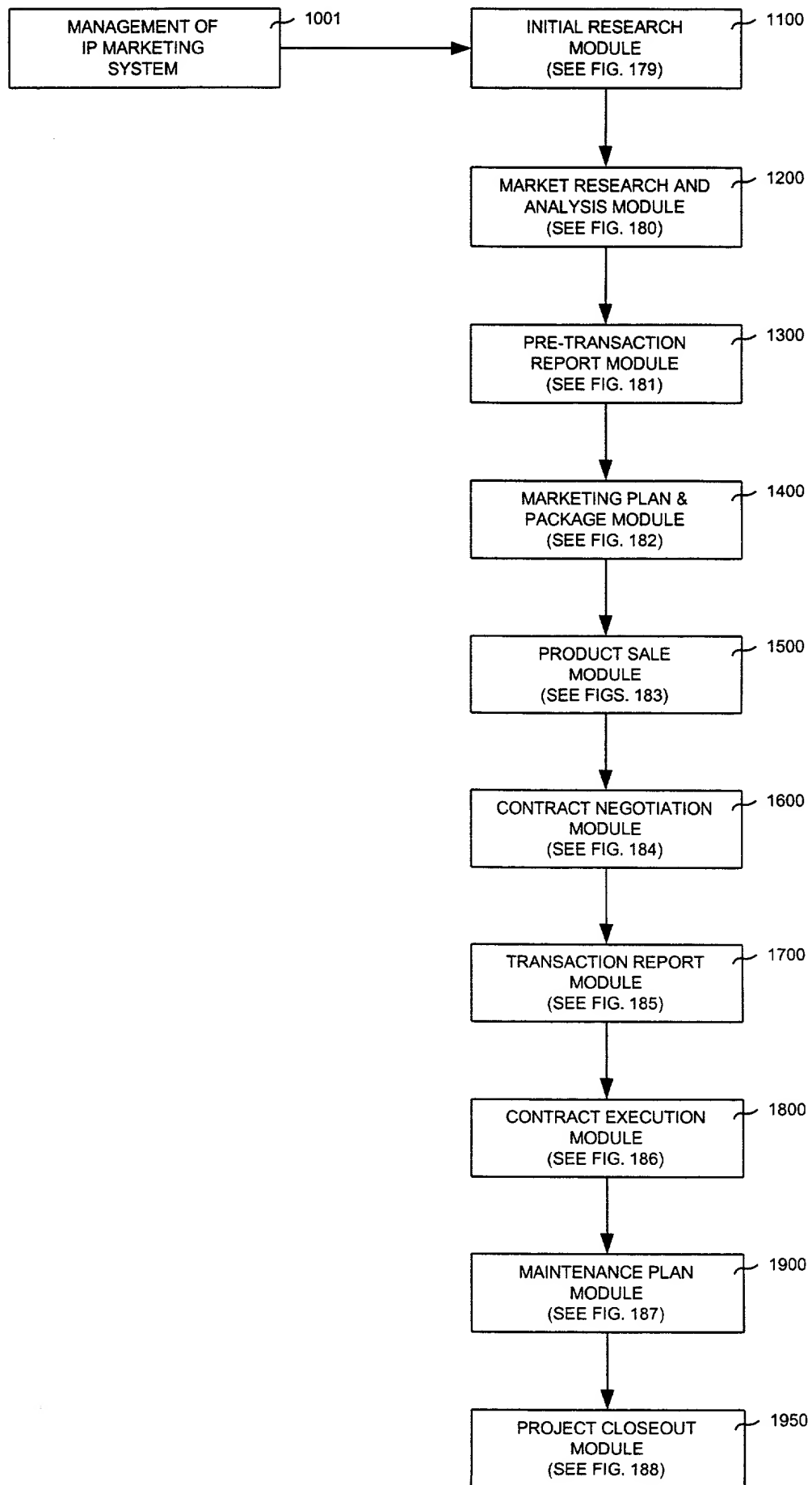


FIG. 178

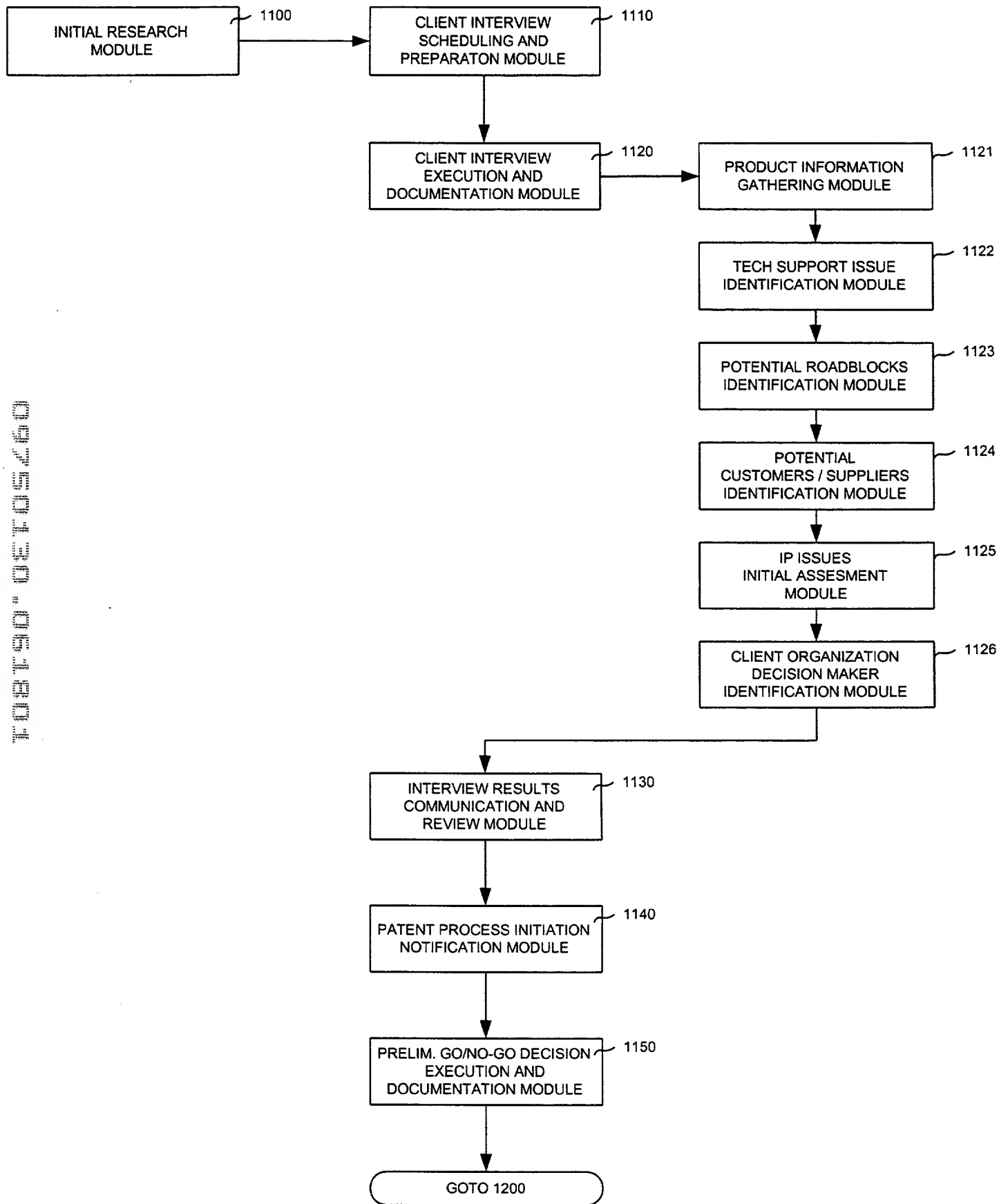


FIG. 179

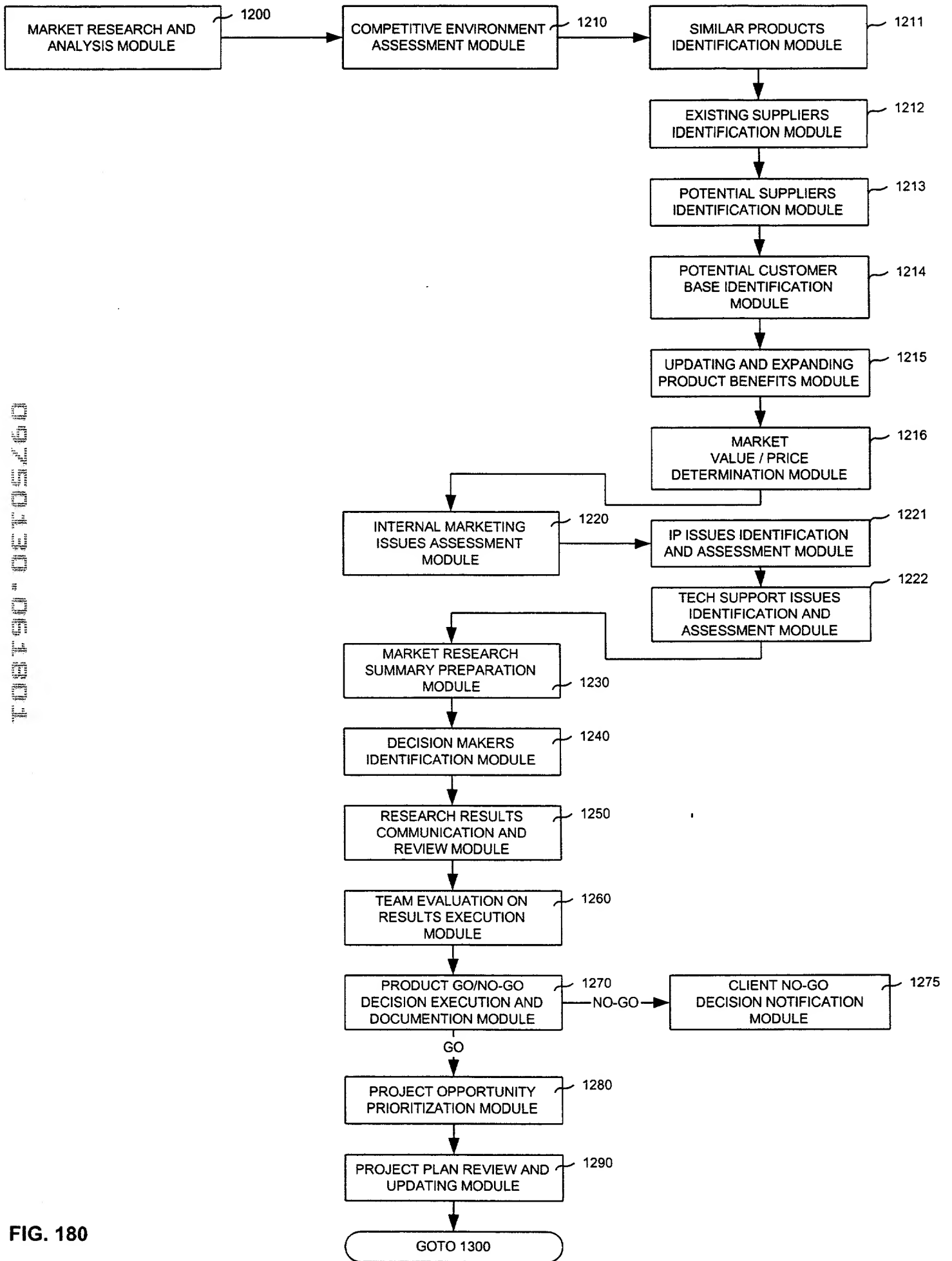


FIG. 180

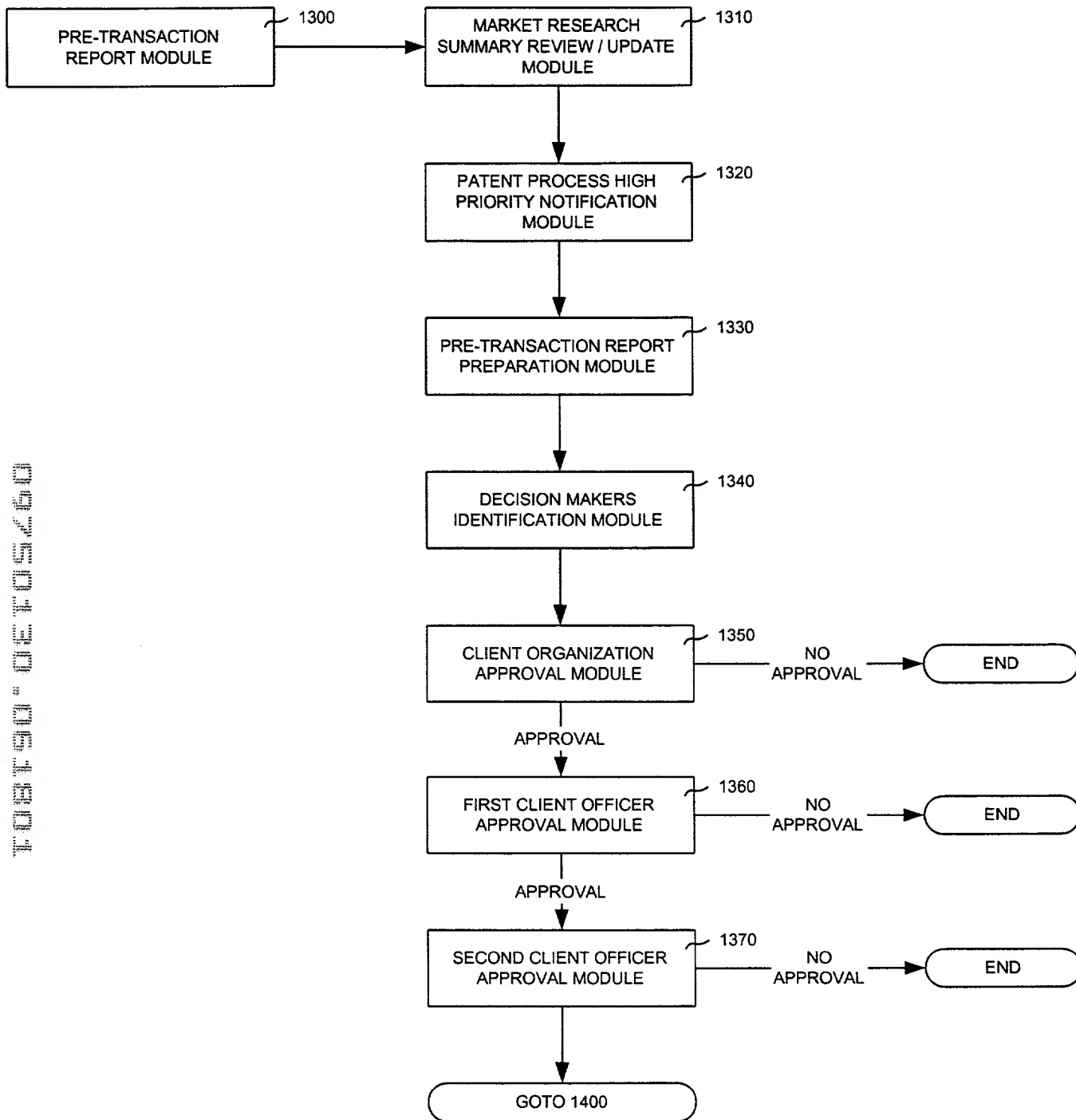


FIG. 181

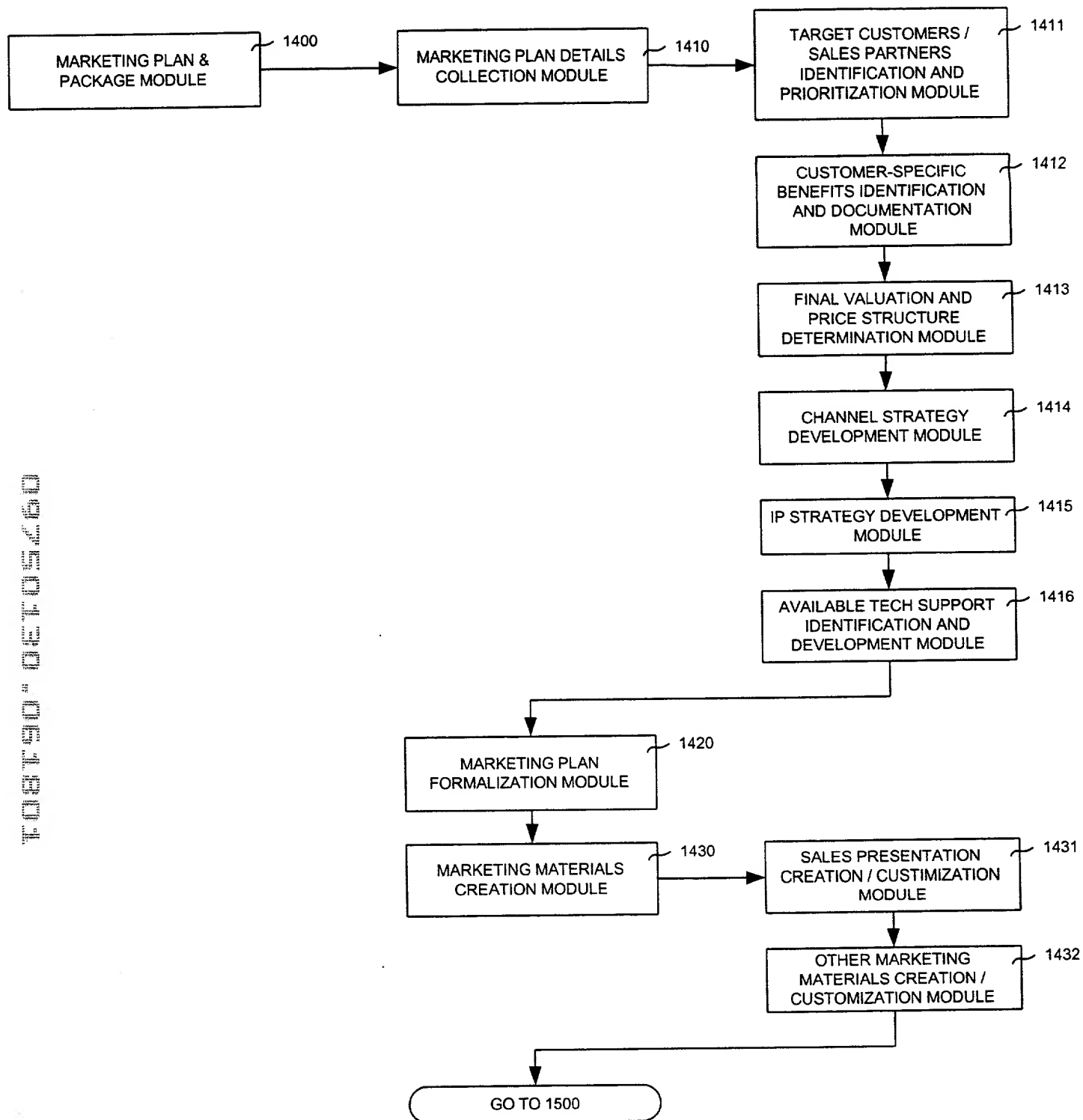


FIG. 182

09750130-061801

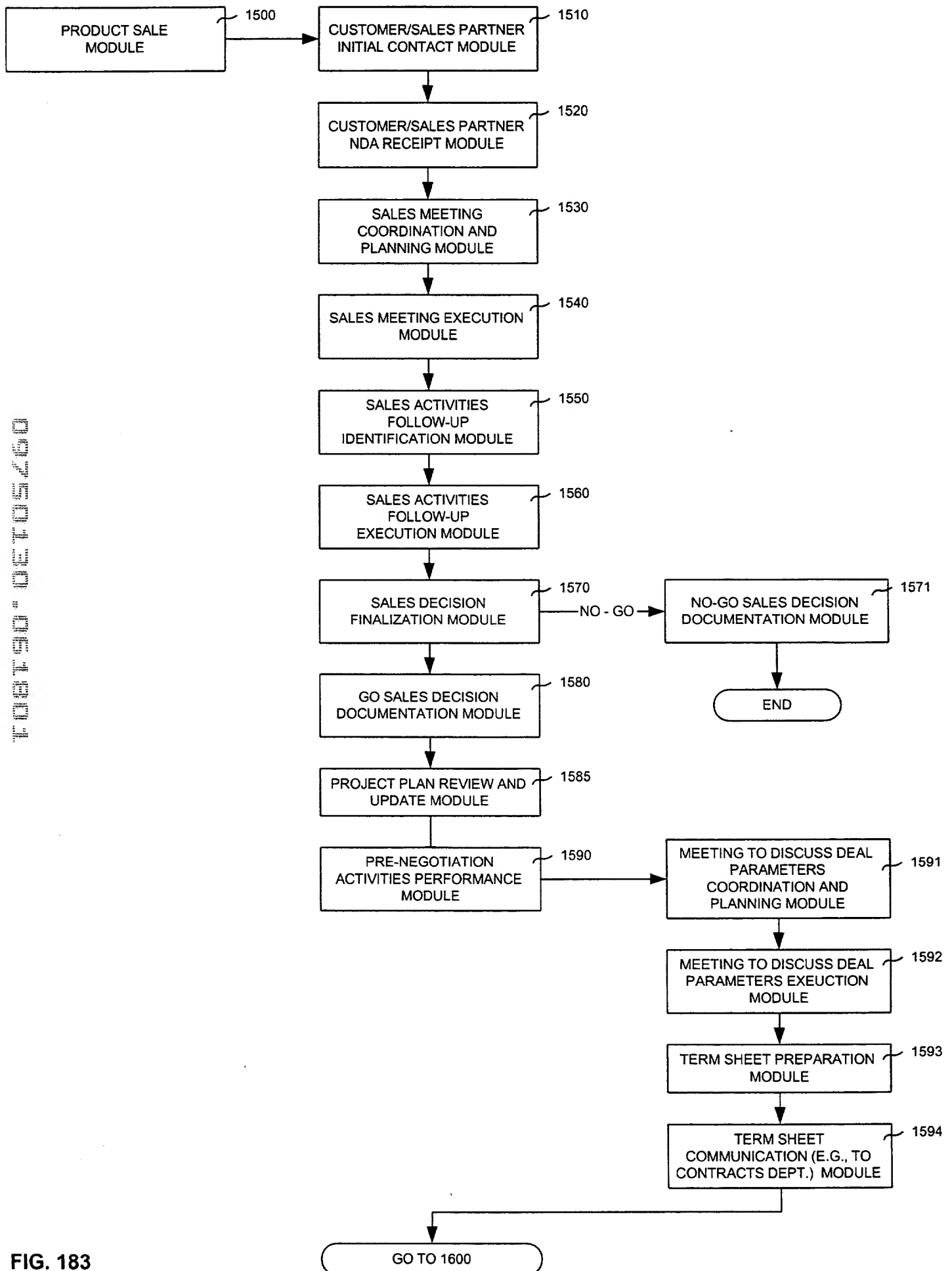
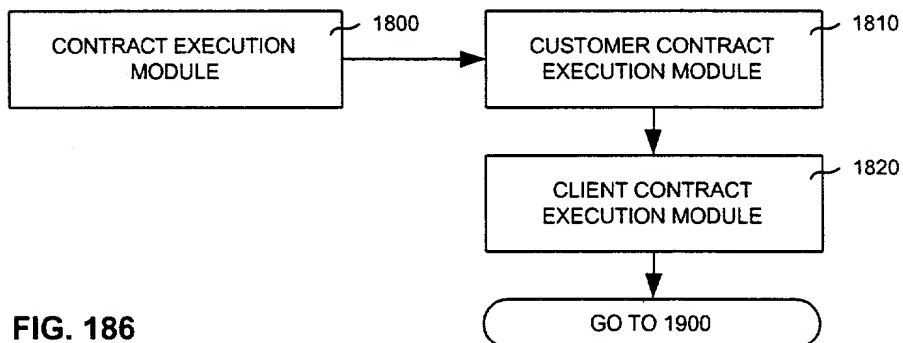
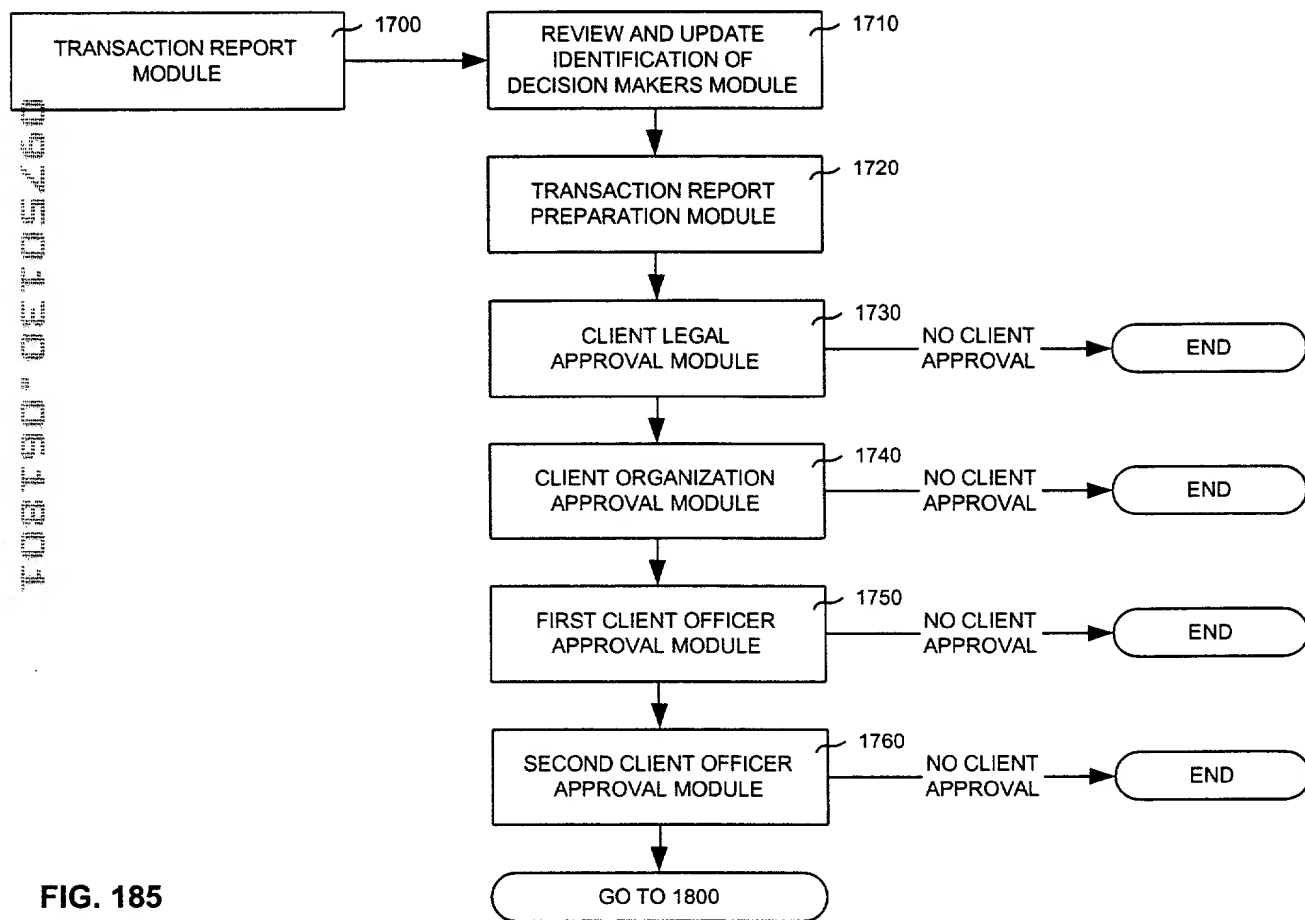
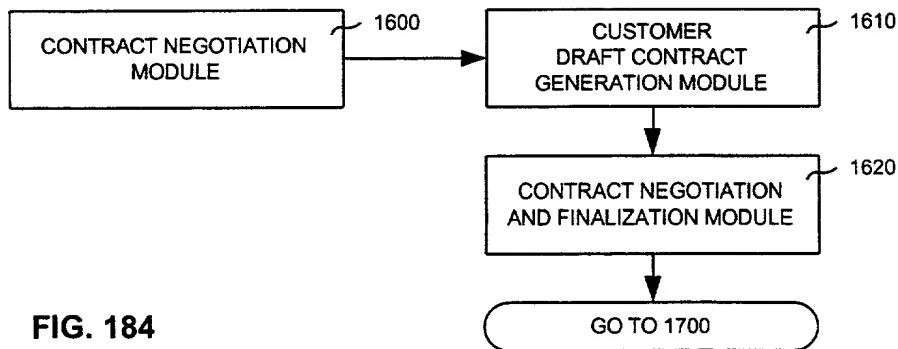
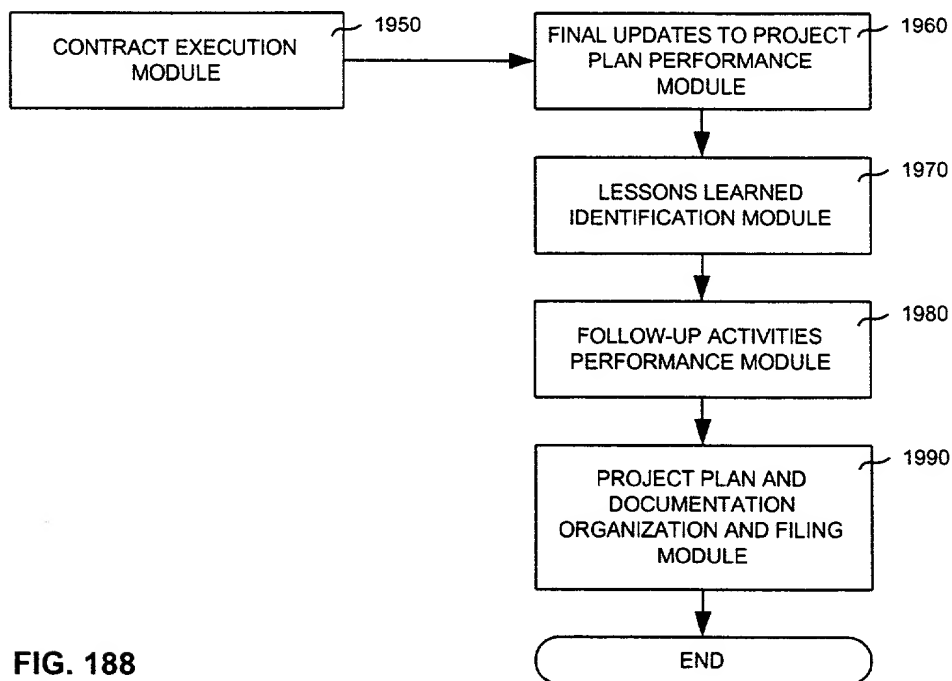
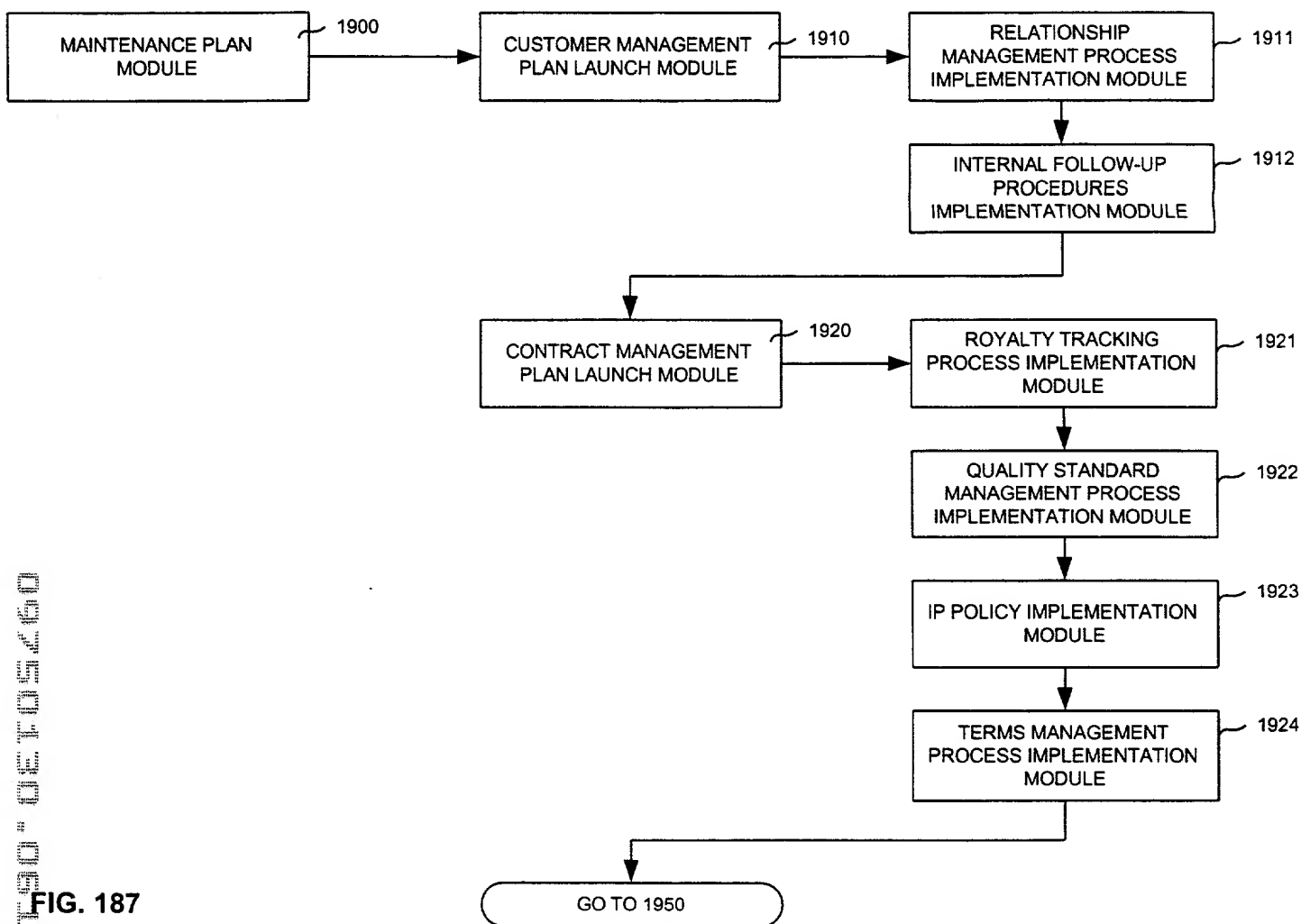


FIG. 183





Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead

FIG. 189

51 Sell product

At this point, duplicate project plan for each target customer for the specified product.

88

Close out project

Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.

FIG. 190

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Deliv	Resources
1	1	Conduct Initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
2	1.1	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		3	0%	No	Product Mgr
3	1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	0%	No	Product Mgr
4	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
5	1.2.2	ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
6	1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
7	1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
8	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
9	1.2.6	ID client organization decision makers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
10	1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/6/00	3	12	0%	No	Product Mgr
11	1.4	Notify IPMAN to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	3		0%	Yes	Product Mgr
12	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	0%	Yes	Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
14	2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Mktg Analyst
15	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
16	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
17	2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
18	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	0%	No	Mktg Analyst
19	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
20	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
21	2.2	Assess internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Product Mgr
22	2.2.1	ID & assess IP issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr
23	2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
24	2.3	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00	14,21	26	0%	Yes	Mktg Analyst
25	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	26	0%	Yes	Product Mgr
26	2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	0%	No	Mktg Analyst
27	2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	26	28	0%	No	Product Mgr
28	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	0%	Yes	Product Mgr
29	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,35,32,33,4	0%	Yes	Product Mgr
30	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00	28		0%	Yes	Product Mgr
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
32	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Mktg Analyst
33	3.2	Notify <i>IPMA</i> of potential sale/move patent process into high priority	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	No	Product Mgr
34	3.3	Prepare PTR	5 days	Mon 1/24/00	Fri 1/28/00	29	36	0%	Yes	Product Mgr
35	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Product Mgr
36	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	34	37	0%	Yes	Product Mgr
37	3.6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00	36	38	0%	Yes	Product Mgr
38	3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Fri 2/11/00	37	52	0%	Yes	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
40	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00	29	47	0%	No	Mktg/Sales Rep
41	4.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00	18,29		0%	Yes	Mktg/Sales Rep
42	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
43	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg Analyst
44	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
45	4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep
46	4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
47	4.2	Formalize marketing plan	5 days	Mon 1/31/00	Fri 2/4/00	40	50,49	0%	Yes	Mktg/Sales Rep
48	4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			0%	No	Product Mgr
49	4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
50	4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
52	5.1	Make Initial contact with customer(s)/sales partners	3 days	Mon 2/14/00	Wed 2/16/00	38	53	0%	Yes	Mktg/Sales Rep
53	5.2	Obtain NDA from customer/sales partner	5 days	Thu 2/17/00	Wed 2/23/00	52	54	0%	Yes	Mktg/Sales Rep
54	5.3	Coordinate & plan sales meeting	10 days	Thu 2/24/00	Wed 3/8/00	53	55	0%	Yes	Mktg/Sales Rep
55	5.4	Conduct sales meeting	1 day	Thu 3/9/00	Thu 3/9/00	54	58	0%	No	Mktg/Sales Rep
56	5.5	ID follow-up sales activities	1 day	Fri 3/10/00	Fri 3/10/00	55	57	0%	Yes	Mktg/Sales Rep
57	5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Fri 3/17/00	56	58	0%	No	Mktg/Sales Rep
58	5.7	Finalize sales decision	10 days	Mon 3/20/00	Fri 3/31/00	57	59,60,62	0%	Yes	Mktg/Sales Rep
59	5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
60	5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
61	5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
62	5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	58	63	0%	Yes	Mktg/Sales Rep
63	5.10.2	Conduct meeting to discuss deal parameters	1 day	Mon 4/17/00	Mon 4/17/00	62	64	0%	No	Mktg/Sales Rep
64	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	63	65	0%	Yes	Mktg/Sales Rep
65	5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	64	67	0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
67	6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fri 4/28/00	65	68	0%	Yes	Contract Mgr
68	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	67	70,71	0%	Yes	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
70	7.1	Review/update decision makers	1 day	Mon 7/3/00	Mon 7/3/00	68		0%	Yes	Mktg/Sales Rep
71	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00	68	72	0%	Yes	Mktg/Sales Rep
72	7.3	Obtain <i>PMARK</i> legal approval	1 day	Mon 7/10/00	Mon 7/10/00	71	73	0%	Yes	Contract Mgr
73	7.4	Obtain client organization approval	3 days	Tue 7/11/00	Thu 7/13/00	72	74	0%	Yes	Contract Mgr
74	7.5	Obtain VP Corporate Development approval	3 days	Fri 7/14/00	Tue 7/18/00	73	75	0%	Yes	Contract Mgr
75	7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00	74	77	0%	Yes	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
77	8.1	Obtain customer contract signature	8 days	Mon 7/24/00	Wed 8/2/00	75	78	0%	Yes	Contract Mgr
78	8.2	Obtain <i>PMARK</i> contract signature	2 days	Thu 8/3/00	Fri 8/4/00	77	80,83	0%	Yes	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
80	9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Mktg/Sales Rep
81	9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
82	9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
83	9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Contract Mgr
84	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
85	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
86	9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
87	9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead
89	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00	79	90	0%	Yes	Project Lead
90	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00	89	91	0%	Yes	Project Lead
91	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00	Fri 8/18/00	90		0%	Yes	Project Lead

- 3 Conduct & document client interview
If create interview form, can eliminate tasks 1.2.1 thru 1.2.6
- 4 Gather product information
Must include product benefits, similar products, etc.
- 5 ID tech support issues
Type of support required? Tech transfer? Support partner? No support?
- 8 Perform initial assessment of IP issues
Title and rights:
1. Ownership?
2. Protection?
3. Possible infringement?
- 9 ID client organization decision makers
Consider decision makers and needed officer buy-in.
- 11 Notify ~~IPMAN~~ to begin patent process
Potential checklist/form for interview process. If form, change task to "Provide Interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
- 12 Make & document prelim go/no-go decision
Potential form to doc reasons for go/no go.
- 14 Assess competitive environment
Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.
- 22 ID & assess IP issues
Expanded investigation of any ownership, protection, potential infringement issues.
- 24 Prepare market research summary
Potential Score Card form. If so, indicate in task field.
- 25 ID decision makers
Verify that all key decision makers are identified
- 28 Make & document product go/no go decision
Potential form to doc reasons for go/no go.
- 29 Prioritize project opportunity or notify client of no go decision
Create scorecard to prioritize.
Create form letter that thanks client and notifies of status of product.
- 32 Review/update market research summary
Potential form, Part 2 of Score Card, more market plan specific info.
- 34 Prepare PTR
No formal client interview but Product Manager will communicate with client regularly while preparing the PTR
- 35 ID decision makers
May require multiple client approvals. If so, add task for additional approval(s) - i.e. business unit and IT approval.
If patent license, add task for ~~WAC~~ approval.
- 42 ID & document customer-specific benefits
If form or checklist, can eliminate this task. May be considered part of marketing plan.
- 43 Determine final valuation & price structure
If form or checklist, can eliminate this task.

- 51 Sell product
- At this point, duplicate project plan for each target customer for the specified product.
- 52 Make initial contact with customer(s)/sales partners
- Must have signed PTR before initial contact with potential customer
- 53 Obtain NDA from customer/sales partner
- Inbound NDA for receiving information and mutual NDA also available on h: drive
- 55 Conduct sales meeting
- Including PowerPoint sales presentation
- 56 ID follow-up sales activities
- May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING!
- 58 Finalize sales decision
- Resource for this task is actually the customer.
- 63 Conduct meeting to discuss deal parameters
- Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet.
- 68 Negotiate and finalize contract
- Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals
- 71 Prepare TR
- If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract.
- 85 Implement quality standard management process
- Follow up with new customer/sales partner for samples of products to check for product quality.
- 88 Close out project
- Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
- 89 Perform final updates to project plan
- Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and project plan efficiency to allow for process improvement.
- 90 Identify lessons learned & perform follow-up activities
- Follow-up could include analyzing project effectiveness and updating generic plan
- 91 Organize & file project plan & documentation
- Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.

Client Interview questionnaire (task 1.2)
(Completion Date: _____)

1. Gather product information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

FIG. 197

Assess competitive environment checklist (task 2.1)
(Duration: 4 days – Complete by: _____)

ID similar products _____

ID existing suppliers _____

ID potential suppliers _____

ID potential customer base _____

Update & expand product benefits _____

Determine market value/price..... _____

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FIG. 198

Assess internal marketing issues checklist (task 2.2)
(Addresses internal IP and Tech Support issues)

1. ID & assess IP issues

2. ID & assess tech support issues

**INTELLECTUAL PROPERTY OUTMARKETING
PRE-TRANSACTION REPORT**

Product/Project Name: _____

Entity Requesting: _____

**Contacts (Entity
Name, Phone Numbers,
Email):** _____

**Outmarketing Party(s)
(Company, Address, State of
Incorporation, Contacts, Phone
Phone Numbers):** _____

**Intellectual Property Involved:
(Patents, Trademarks, Trade
Secrets, Software, etc.)** _____

**Background of Deal
(How Deal Developed,
Summary of
Intellectual Property
Functionality/Uses,
Deal Structure):** _____

**Financial Analysis
(Revenue to be Recognized,
Cost Savings, etc.):** _____

**Competitive Analysis
(Worldwide, Outside US,
US only, Outside 9 State
Region, etc.):** _____

**Status of Deal
(Ready to Sign Up, Need
Negotiation Assistance):** _____

**Anticipated Timeline
(Initial Meeting, Demos,
Sign Contract, etc.):** _____

_____, a _____ Corporation subsidiary, requests IPMARK
_____ on its behalf to enter into an intellectual property outmarketing agreement according to the above-
described terms.

Requestor

Entity/Dept.

Title

Date

Marketing Plan checklist (task 4.1)

ID & prioritize target customer(s)/sales partners _____

ID & document customer-specific benefits _____

Determine final valuation & price structure _____

Develop channel strategy _____

Develop IP strategy _____

ID & develop available tech support _____

Formalize marketing plan _____

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FIG. 201

NONDISCLOSURE AGREEMENT

THIS NONDISCLOSURE AGREEMENT is made by and between [Name of _____ Entity], a corporation organized under the laws of _____ ("OWNER"), and _____, a corporation organized under the laws of _____ (the "Company"), effective as of _____, 20____. The parties agree as follows:

1. Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for OWNER in connection with _____ (the "Project").

2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any Information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.

3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETARY/LOCK

running directly or indirectly to *OWNER*; (iii) has been approved for release by a written authorization by *OWNER*; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from *OWNER*.

4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for *OWNER* in connection with the Project except with the prior written consent of *OWNER* or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by *OWNER* in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of

5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.

6. Compliance with Legal Process. In the event that the Company is legally requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify *OWNER* of such request or requirement prior to disclosure so that *OWNER* may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.

7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of *OWNER*. Within ten (10) days following the receipt of a written request from *OWNER*, the Company shall deliver to *OWNER* all tangible materials containing or embodying the Information received from *OWNER*, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to *OWNER* or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to *OWNER*'s ownership thereof.

PRIVATE/PROPRIETARY/LOCK

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8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that *OWNER* shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.

9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by *OWNER*. None of the Information which may be disclosed by *OWNER* shall constitute any representation, warranty, assurance, guarantee or inducement by *OWNER* to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate *OWNER* to enter into any further agreements or to proceed with any possible relationship or other transaction.

10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.

11. No Waiver. No failure or delay by *OWNER* in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.

12. Amendment. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.

13. Applicability to Associated Parties. Any information disclosed to the Company by any of *OWNER*'s affiliated companies or by any company, person or other entity participating with *OWNER* in any consortium, partnership, joint venture or

PRIVATE/PROPRIETARY/LOCK

similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by OWNER, shall be deemed to constitute Information under this Agreement, and the rights of OWNER under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

OWNER:

Company:

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

PRIVATE/PROPRIETARY/LOCK

Product Name**License Agreement Term Sheet**

- Definitions
What is licensed?
- Specs of the Software (exhibit)
Definition/description?
- Delivery, testing and acceptance
How should this work?
- Grant and Scope of License
Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction
What can partnership do with it?
- Sublicensing and transfer limitations
- Pricing Terms
Royalties? Buy? Savings?
- Acct and audit rights
As stated in the partnership agmt?
- Sales and Property tax liability
Who liable?
- Trade secret protection/Confidentiality terms
Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

- Title to original software and owner infringement reps
Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions
Who owns?
- Source code inclusion/exclusion and protection
Must source be disclosed to partnership?
- Training and documentation req's
Any?
- Protection of Trademarks *OWNER'S*
Partnership must honor *✓* marks
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeure, etc)

**INTELLECTUAL PROPERTY OUTMARKETING
TRANSACTION REPORT**

INTELLECTUAL PROPERTY INVOLVED:

OUTMARKETING PARTY:

BUSINESS DEAL CONTACTS:

INTELLECTUAL PROPERTY CONTACTS:

ESTIMATED VALUE:

Up Front Savings
Revenues (Years) = _____

I. Executive Summary

II. Background

FIG. 208

III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

(1) Customers:

(2) Territory:

(3) Standardization:

FIG. 209

VI. Recommendation

	BUSINESS APPROVAL	LEGAL APPROVAL
Signature:	_____	_____
Printed Name:	_____	_____
Title:	_____	_____
Entity:	_____	_____
Date:	_____	_____

FIG. 210

SECRET

Instructions:

1. All updates in MS Project are made at the sub-task level only.
2. In the Task # field, enter the # of the task being updated or “new” if adding a task.
3. Find the column for the field you wish to update for the task and enter update information in the space provided.
4. Use the following guidelines for updating fields in MS Project:
 - Start/Finish Date - Change the duration of the appropriate task(s) to arrive at the new start/finish date
 - % Complete - Enter the new % complete for the task(s), either manually or using the up/down arrows
 - Deliverable - Change deliverable field to Yes, either manually or using the option in the drop down box

[illegible]

FIG. 211

Opportunity Score Card

Scoring Date: _____	Scorer Initials: _____	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Total Score: </div>
Product/Project Name _____		
Business Unit _____		
Business Unit Primary Contact:		IPMARK Primary Contact:
Name _____		Name _____
Phone _____		Phone _____

Score Card Key Factors	Scoring & Explanation
1. MARKET POTENTIAL <ul style="list-style-type: none"> - Product viability (i.e. unique product, benefits, support/maintenance?) - Potential customers? - Few competitive products/suppliers? - Large market, low market saturation? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div>High Potential -----</div> <div>Low Potential -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;"> Market Potential Rating: </div>
2. PROJECT TIMEFRAME <ul style="list-style-type: none"> - Product developed & ready to market? - Ownership? Patent status? - Identified interested parties? - Deal simple or complex? - Anticipated time to sell/close/recognize \$? <div style="margin-top: 10px;"> Today ----- 6 ----- 12 ----- 18+ mths </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;"> Project Timeframe Rating: </div>
3. PROJECTED REVENUE POTENTIAL <ul style="list-style-type: none"> - Anticipated total revenue from project? (if no strong customers, use 1X value) <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div>Over 5M -- 4M ----- 1M ----- 100K</div> <div>Under -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;"> Revenue Potential Rating: </div>
4. COMPETITIVE THREAT TO BELL SOUTH <ul style="list-style-type: none"> - Sale give customer competitive advantage over BellSouth? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div>No Threat -----</div> <div>High Threat -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;"> Competitive Threat Rating: </div>
5. INTANGIBLE VALUE <ul style="list-style-type: none"> - Set stage for future big \$ deals? - Build/foster relationship w/ existing/future customer? - Officer request/interest? - Public relations opportunity? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div>High Profile -----</div> <div>Low Profile -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;"> Intangible Value Rating: </div>
	TOTAL SCORE:

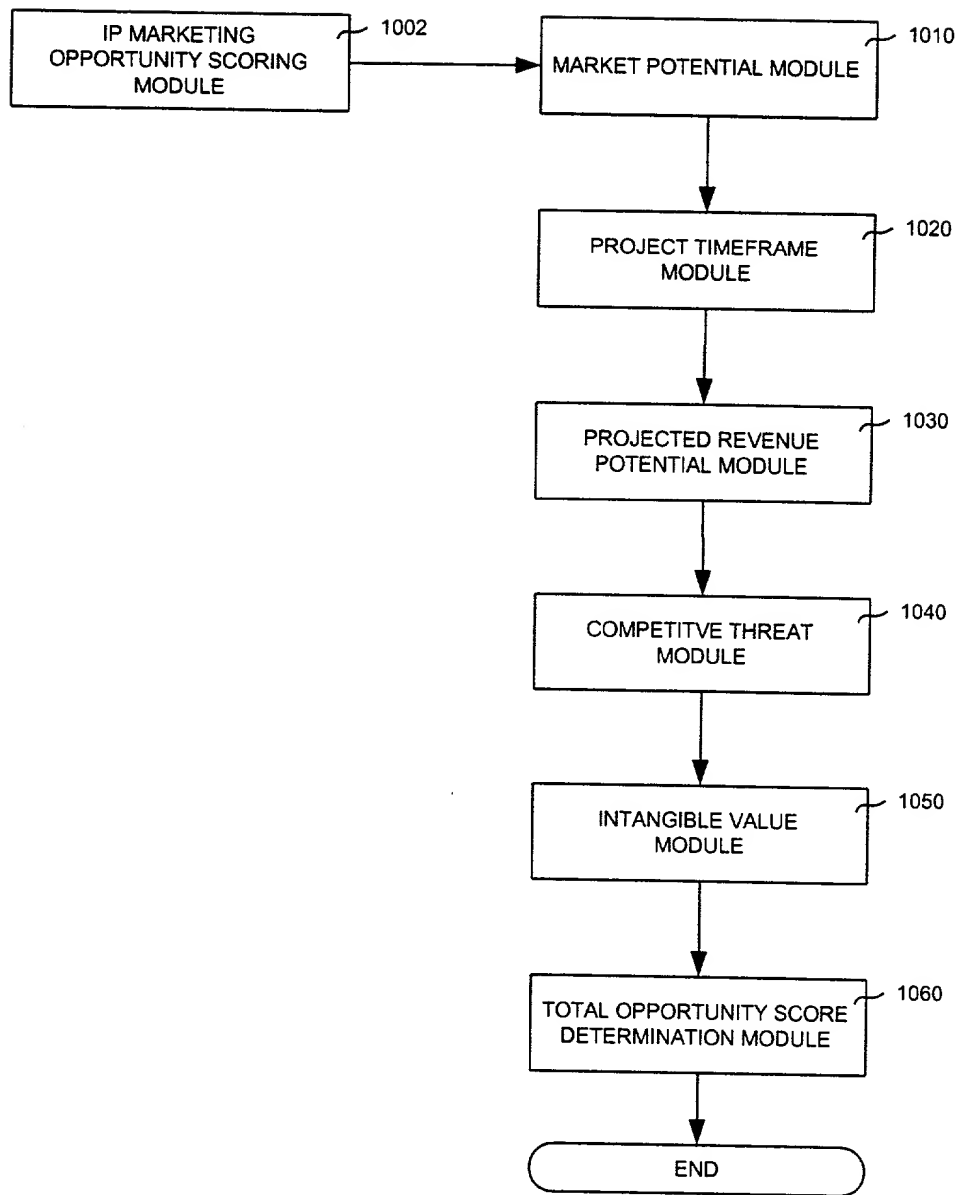


FIG. 213

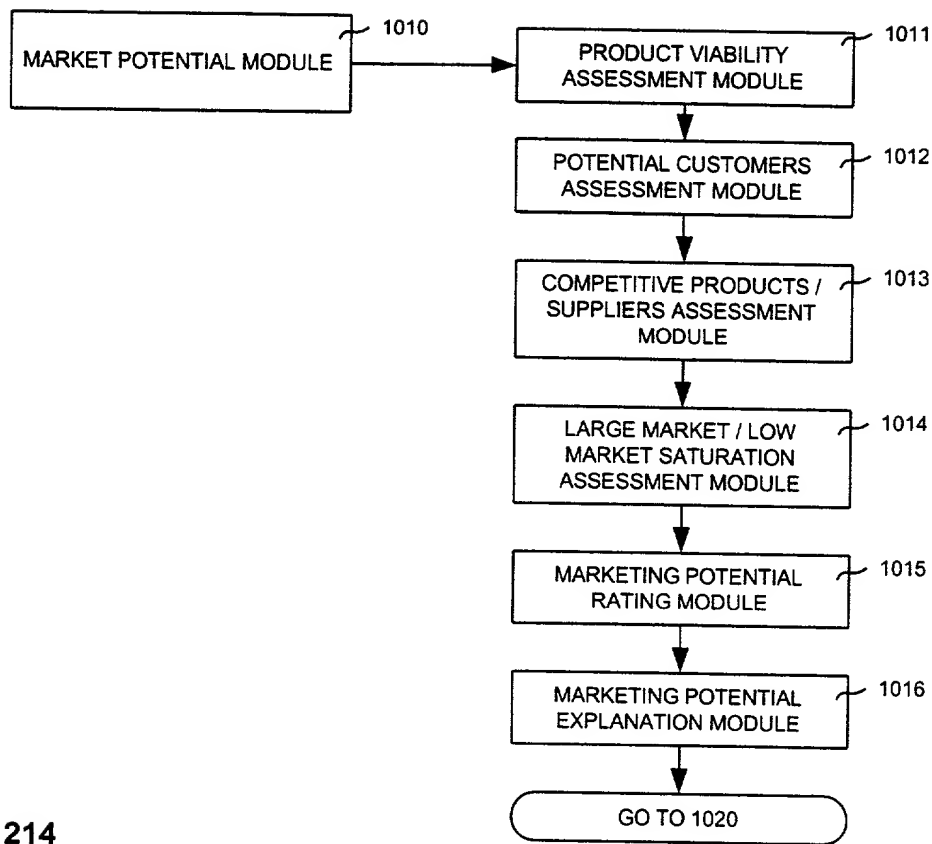


FIG. 214

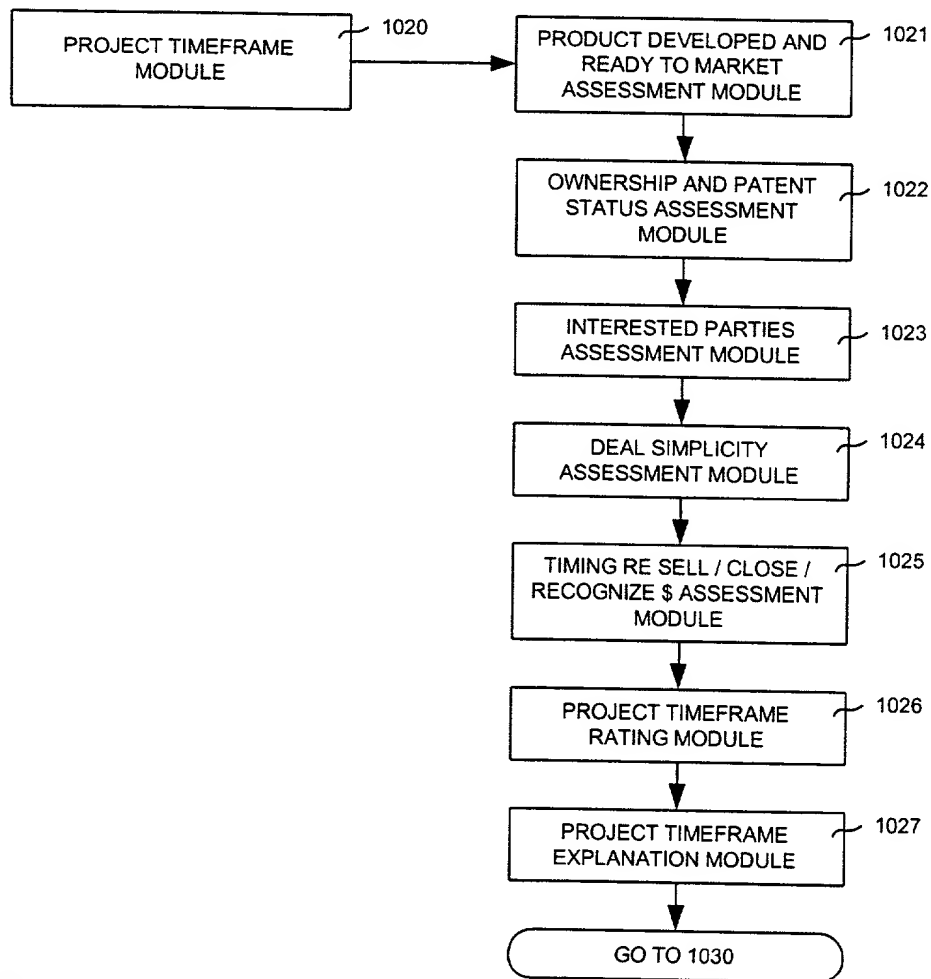


FIG. 215

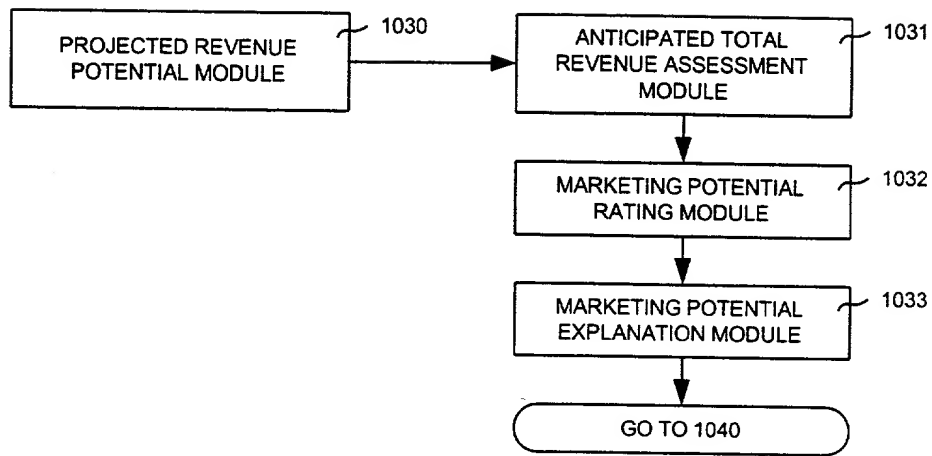


FIG. 216

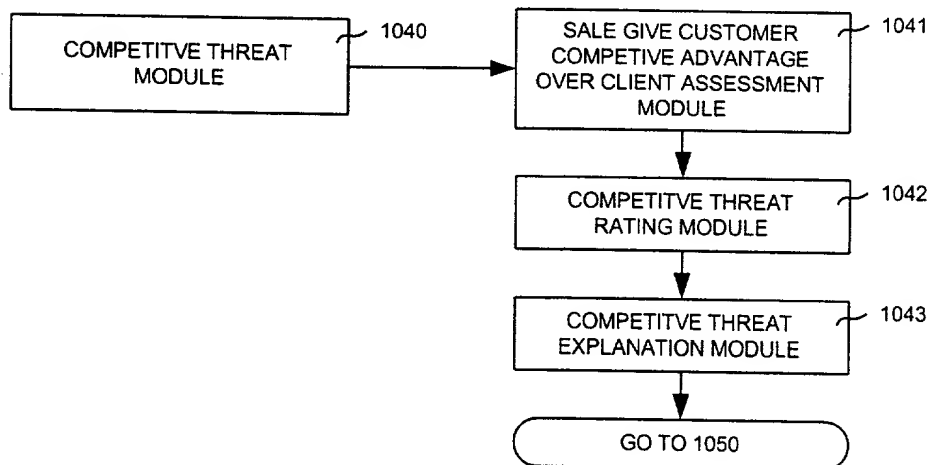


FIG. 217

FIG. 218

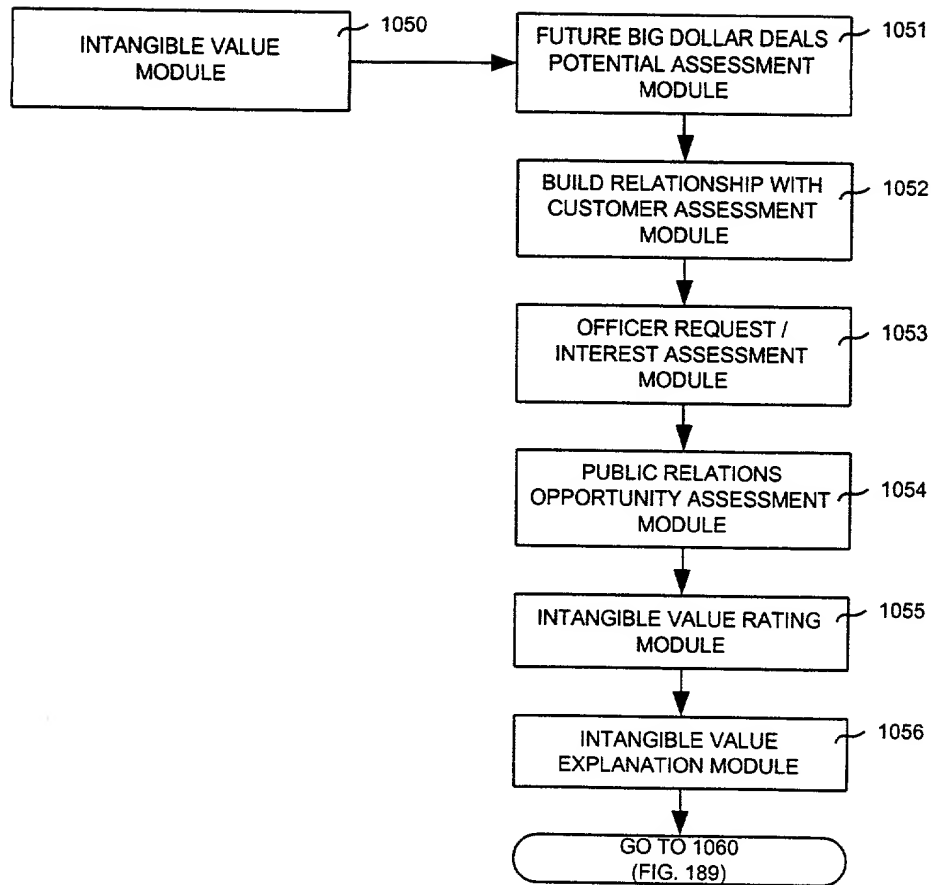


FIG. 218

INTELLECTUAL PROPERTY AWARDS PROGRAM

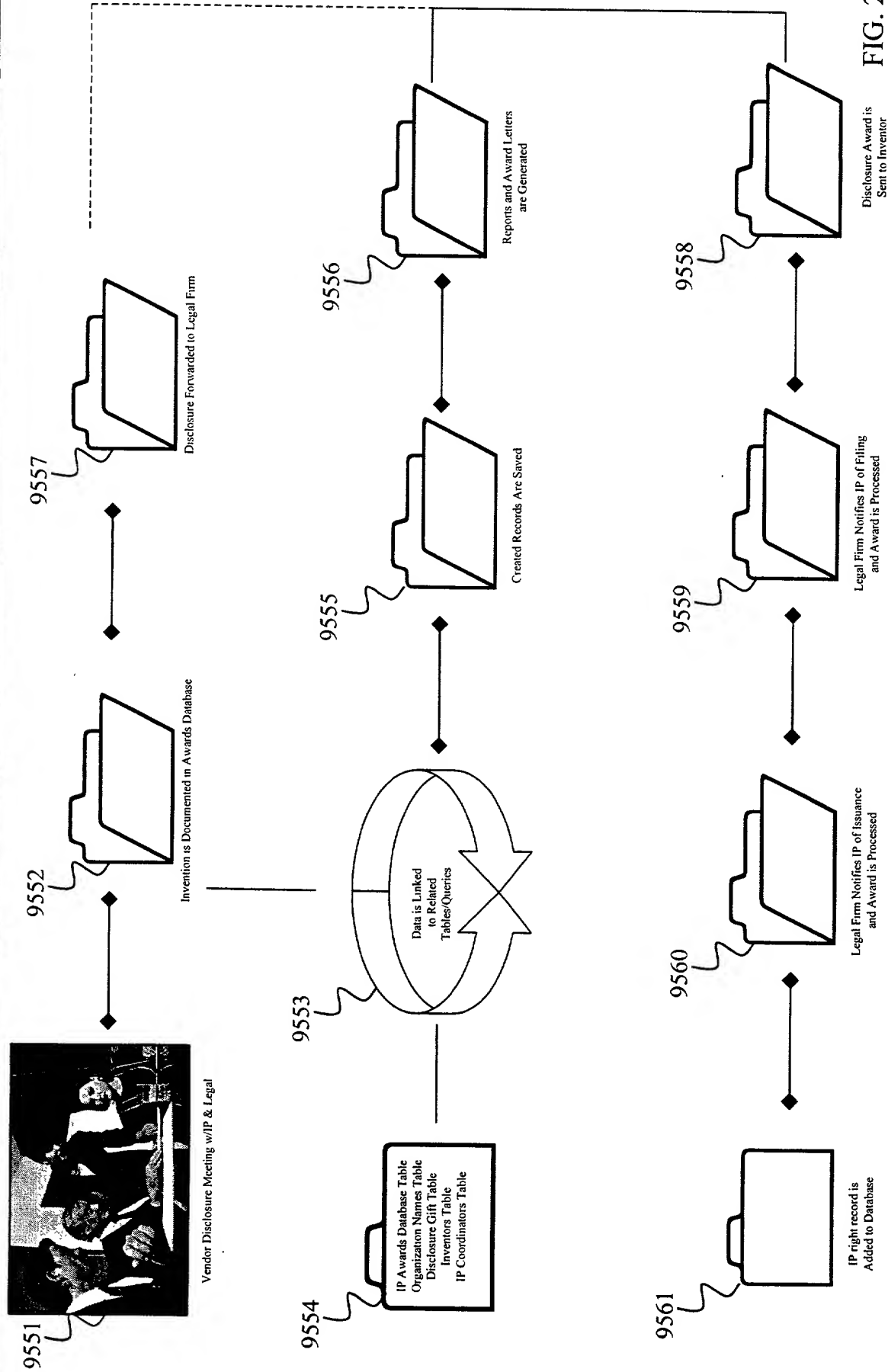


FIG. 219

>>> Company Intellectual Property>>

>> 10 Step Checklist

✓ Patents

- ☐ Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
 - ⇒ Development of a new product, feature, process or software that seems unique
 - ⇒ Improvements to existing technology, product, process, or software
 - ⇒ Results that cut costs and/or improve efficiency
 - ⇒ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

✓ Proprietary Information

- ☐ All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- ☐ All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - ⇒ any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓ Trademarks

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted. ✓
- ☐ All subbrands have been cleared by the Director of Trademarks.
- ☐ All third party (such as agents, distributors, co-brand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.

Ownership

- ☐ Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

✓ Copyrights

- ☐ Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓ Marketing

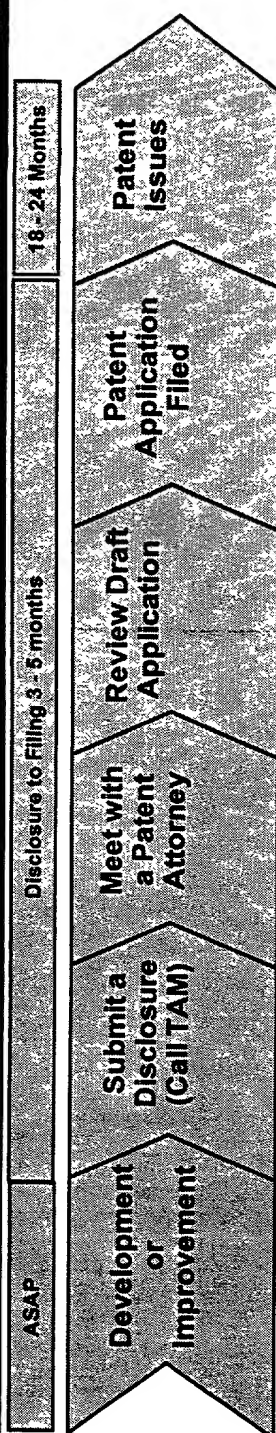
Company's policy is to maximize the value from its intellectual property.

- ☐ Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

Patent Process Life Cycle

Patent Timeline:



Task :

- Developments or Improvements created by company employees or with company resources should be brought to IP Protection's attention
- Review for technical merit
- Initial marketing potential analyzed
- Administrative procedures addressed
- Disclose: State of industry will prepare at least 1 draft application
- Sufficient detail such that someone of your expertise could replicate the invention
- Outside attorney will review draft & provides comments

Time Frame:

- We have 1 year from the time an invention is publicly used or disclosed in which to seek US patent protection
- 2-8 weeks for disclosure preparation for Outside Attorney
- Mtg: 1.5 - 2 hrs
- 1-2 wks in advance
- Outside attorneys are flown in for mtg
- Attorney Prep: 6-8 weeks
- Inventor given 2 weeks to review & return to IP Protection
- 4 Weeks to receive official filing notice from the US Patent Office
- 12-18 months

Innovation Award:

- Receive a Disclosure Gift

Achievement Award:

- Each Inventor receives \$2000
- If this is an inventor's 5th company patent, he/she will receive an additional \$2500
- 10th Issued Company Patent: Additional \$5000
- >14th Issued Company Patent: Nominated for General Award

FIG. 221

Innovations

What's Patentable?

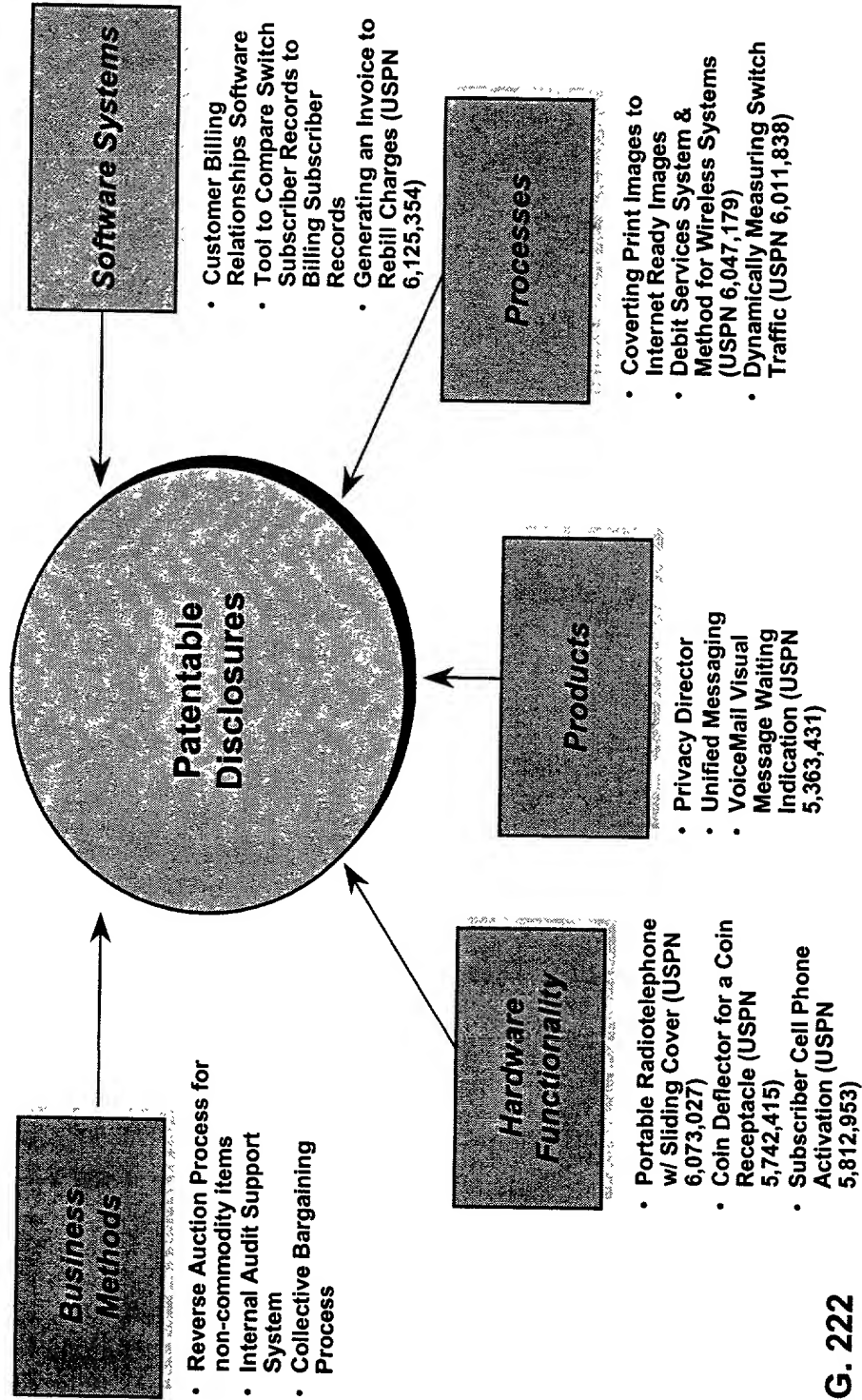


FIG. 222

Internal Auditor

Inventor

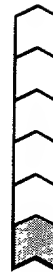
- **Identify innovations within your organization:**
 - Developed or improved a process or service?
 - Created a method of doing business?
 - Improved efficiency or cut costs?
- **Innovation:**
 - Developments or improvements by you, the employee or
 - Developments or improvements created with resources

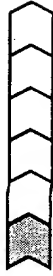


FIG. 223

IP Ambassador

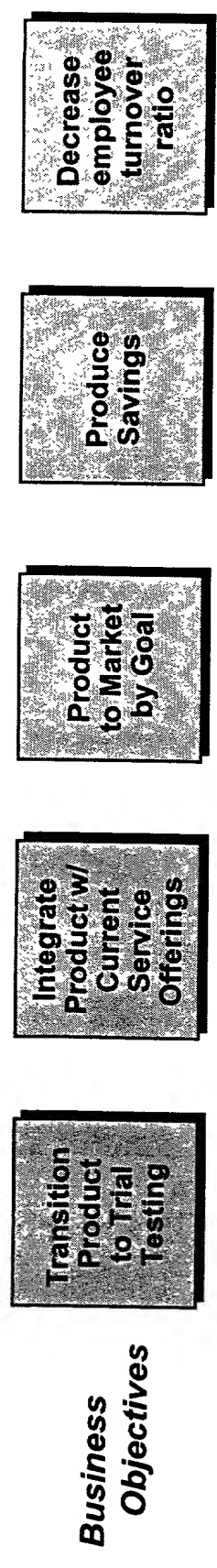
- **Raising Awareness of Intellectual Property:**
 - Assist in the education of employees
 - Identify intellectual property risks to business objectives
 - Identify intellectual property controls to those risks
 - Where appropriate, suggest IP inclusion to organizations modifying their business process.





Internal Audit & the Checklist

Sample Business Process



Business Objectives

Potential Risks

- Delay in contract negotiations
- Vendor's architecture incompatible
- Contract Disputes
- Project delayed by missed deadlines
- Unable to market product as intended due to Trademark Issues
- Increased development al costs
- Product released to <50% of Market in 2001
- Costly Overhead
- Employee Incentive Programs too costly
- Access to Senior Mgt too bureaucratic
- Limited Budget for Salary Increases

Controls

- Seek Patent Protection early
- Ensure proprietary info properly marked
- Ensure Ownership
- Seek Patent Protection
- Ensure Proprietary Markings
- Contact Trademark & Corporate Identity Directors early in Process
- Identify outmarket opportunities
- Encourage innovation through the Innovation Awards Program

As an internal auditor, you can help educate the organization on the importance of intellectual property.

FIG. 224

90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:

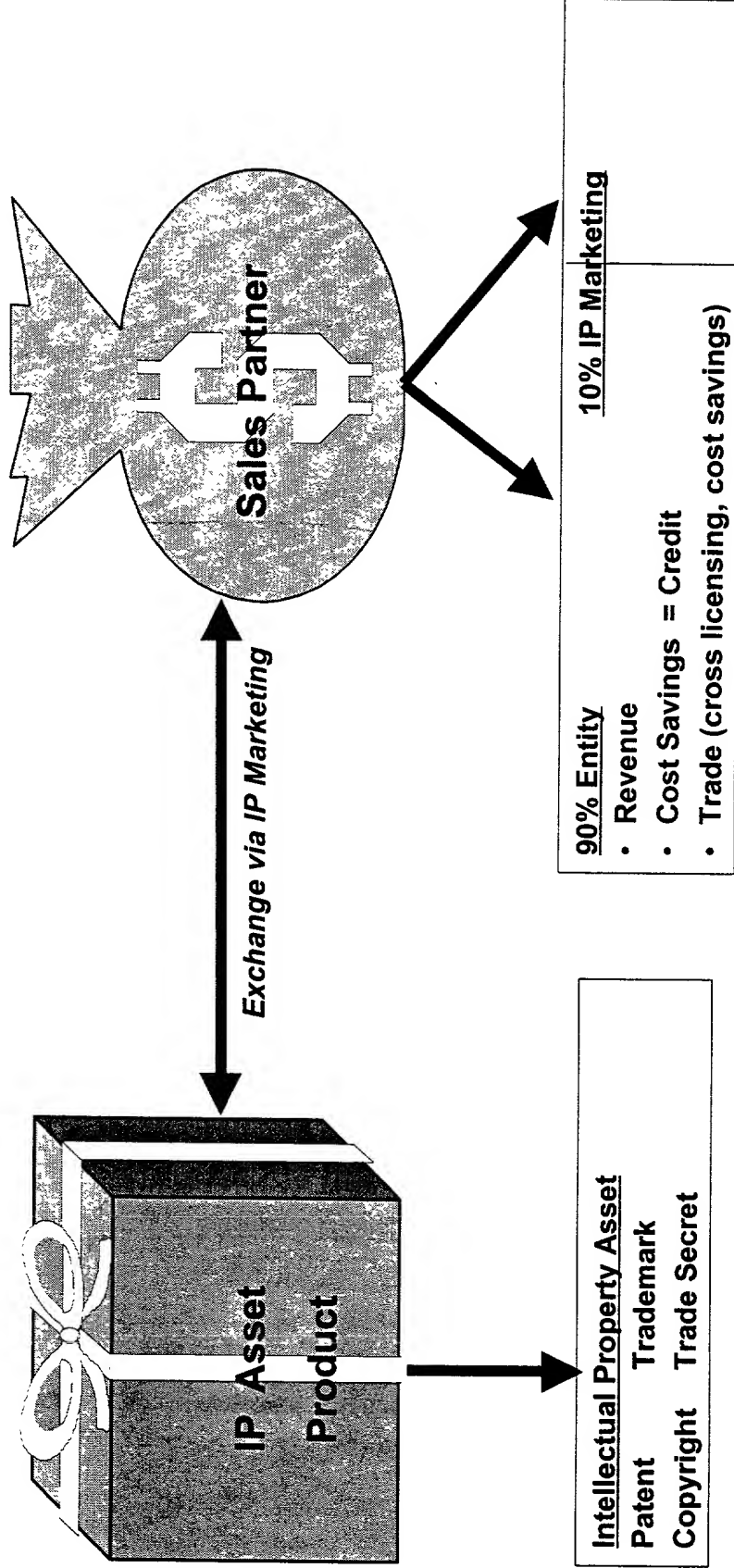


FIG. 225

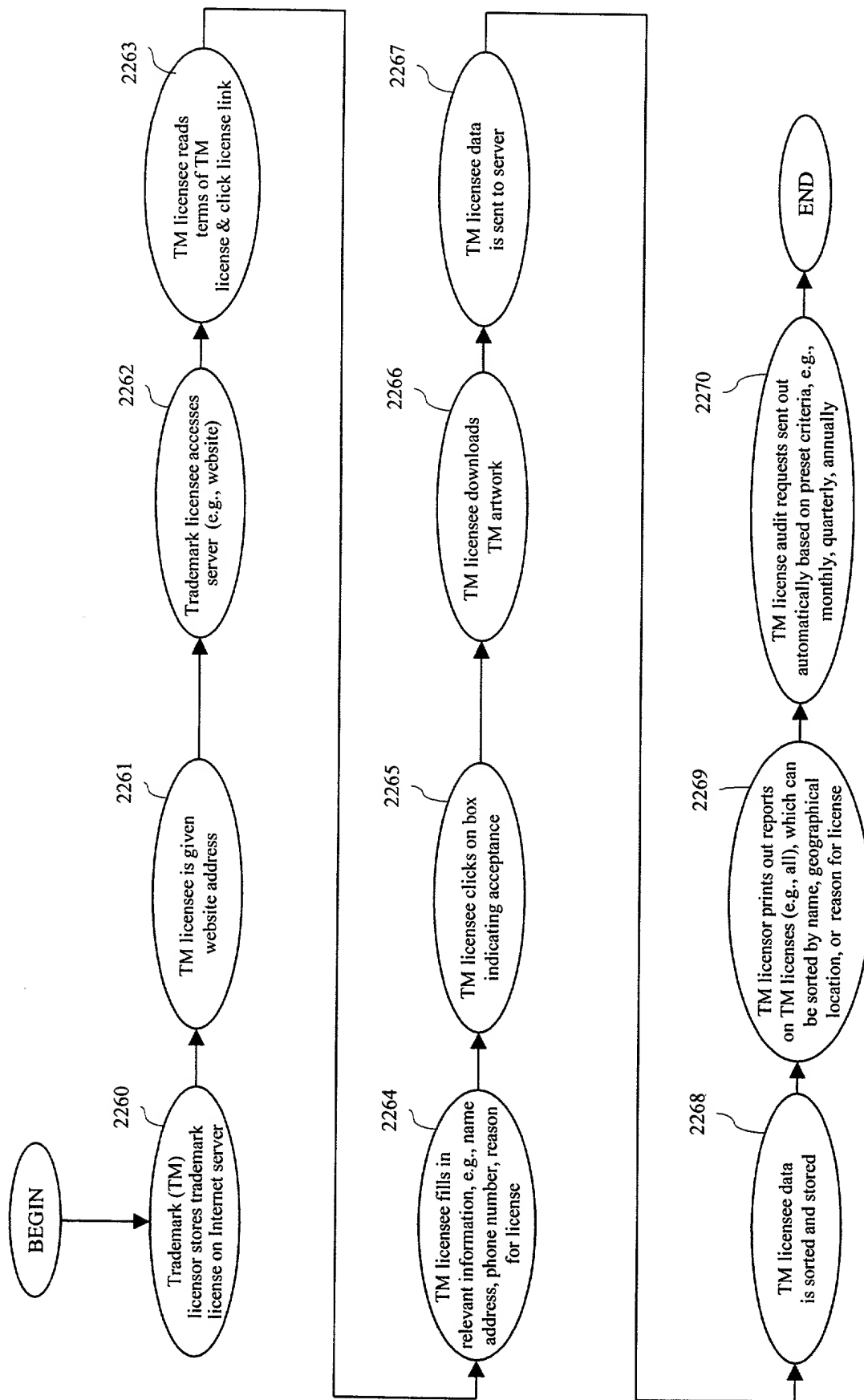


FIG. 226